

The American **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA [®]



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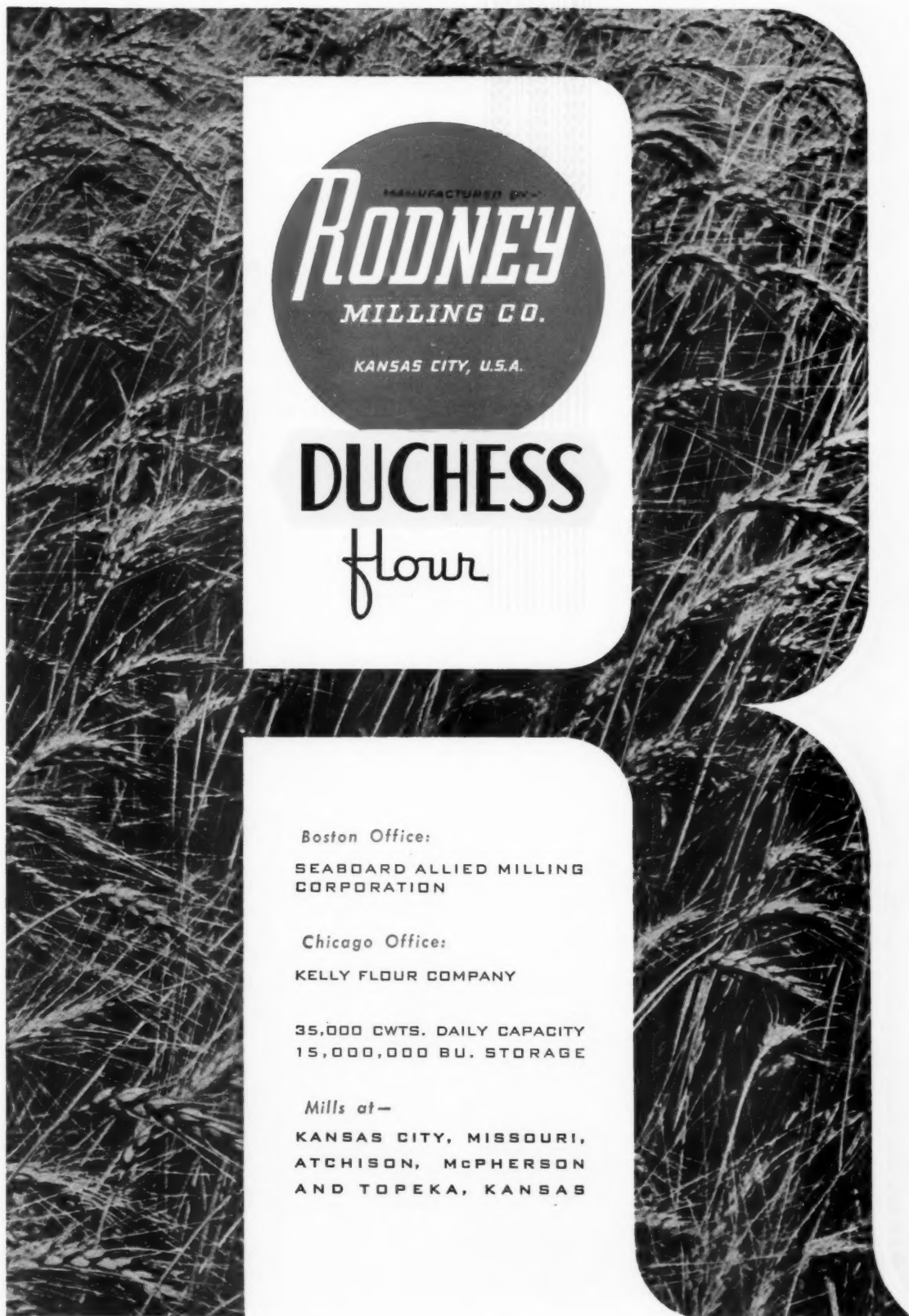
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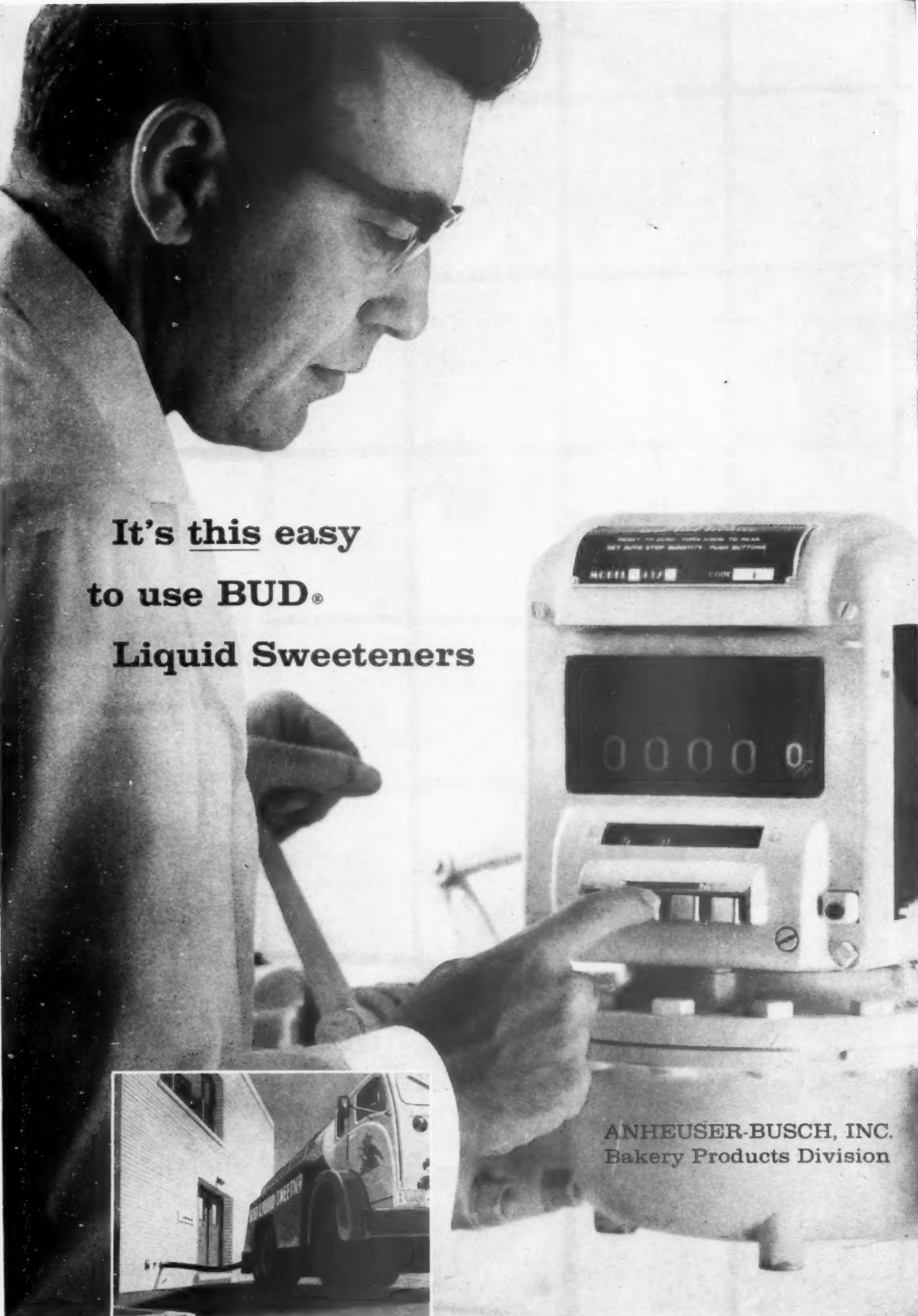
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Bakery Products Division



The American BAKER



December, 1959

CONTINUOUS MIXING—A report on the growth, distribution and use of continuous mixing operations in the baking industry, along with some answers to questions about marketing and production

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MERCHANDISING MANIACS—A warning to bakers about becoming too deeply involved in "gimmicks" and giveaways which detour sound merchandising from the straight path of letting consumers know that first and foremost baked foods taste good

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MODERNIZATION—A step-by-step explanation of the problems to be considered in modernizing a baking plant, including consideration of the vital problems of improving efficiency and increasing production

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ASBE'S CONTRIBUTION—The address of H. Alvin Meyer, president of the American Society of Bakery Engineers, before the annual convention of the American Bakers Assn. Mr. Meyer elaborated on the convention theme "Progress Through Knowledge"

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WORTH LOOKING INTO—An increasing array of equipment, machines and sales helps is being made available to bakery personnel all the time, designed to make their work easier, their production costs lower and profits higher. A coupon is easily detached to aid readers in learning about items of value to their own businesses

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Nicholas A. Parrella Appointed Holsum Sales Director

TAMPA, FLA. — Appointment of Nicholas A. Parrella as sales director of Holsum Bakers, Inc., was announced recently by Cesar Medina, president of the baking firm.

Mr. Parrella comes to Holsum Bakers from Washington where he had been engaged in special sales work for General Baking Co. Prior to that, he spent 18 years with Ward Baking Co. as general sales manager for the New York City plant. He also was regional sales representative for Ward, working out of its general offices.

In 1955 he was appointed assistant manager and general sales manager of the Ward plant in Baltimore. Before joining the Ward organization, Mr. Parrella spent 10 years with Continental Baking Co.

Mr. Parrella succeeds Charles L. Golden, who died in Atlanta last September. He will be in charge of the Holsum sales organization in Tampa, Orlando, Lakeland, St. Petersburg, Sarasota, Fort Myers and Clearwater.

"We are extremely fortunate to have a man of Mr. Parrella's background, experience and qualifications in our organization," Mr. Medina commented.

—BREAD IS THE STAFF OF LIFE—

Bakers Club Speaker

NEW YORK—John T. McCarthy, assistant general manager, American Bakers Cooperative, Inc., was the guest speaker at the season's first indoor luncheon and meeting of the Bakers Club, Inc., scheduled for the Belmont Plaza Hotel recently.

Mr. McCarthy is a graduate of Xavier University, Cincinnati. Prior to joining the American Bakers Cooperative, Inc., in 1952, he was associated with the Campbell-Taggart Associated Bakeries and was a vice president of the Rainbow Baking Co., Saginaw, Mich.

ARBA Aids with List of 'Safe' Food Additives

CHICAGO—The Associated Retail Bakers of America has announced that it is assisting to gather a list of food additives generally recognized as safe for inclusion in the National Research Council's "Green Book" as an industry service.

ARBA has sent a letter to all of its Allied Century Club Associates, one of the groups most likely to know of such "safe" ingredients, according to Trudy Schurr, secretary.

The letter from ARBA came about, it was explained, because the food protection committee of the National Research Council invited ARBA, along with other food trade associations, to provide up-to-date information regarding use of chemicals or other food additives for inclusion in a forthcoming revision of the council's publication No. 38, "The Use of Chemical Additives in Food Processing." This is the council's publication frequently referred to as the "Green Book."

ARBA explained to allied men, in making its request for the names of safe additives, that "inclusion of information on any particular food ad-

Canadian Report on Food Price Spread Laudatory to Farm-Bakery Margins, But Slaps Cereal Makers

OTTAWA—The Royal Commission has released a lengthy report on price spreads of food products—two years in preparation—in which both plaudits and brickbats are sprinkled liberally. The report asserts, for one thing, that it "did not find the spread between the price received by Canadian farmers and prices paid by consumers for loaves of bread excessive." But, on the other hand, it makes the sharp judgment that "companies engaged in the supermarket and breakfast food businesses make too much money and do not give the consumer an even break."

The main guide used by the commission for determining if food or certain types of food cost too much was examination of the profits of the companies. Profits of bakery firms, flour mills and manufacturers of milled products ranged between 6.4% and 7.4% on investment earned over a nine-year period. These were low in relation to returns of breakfast food companies and chain grocery stores which earned 29.2% and 17.1% profit on investment after taxes.

Dealing with breakfast foods in particular, the commission report contended that "the gross profit margin is about 73% of sales. A few firms have been successful in creating in the minds of customers an attachment to a name, or to a firm or product, and in maintaining this attachment by large expenditures applied for perpetuating the image of superiority."

But no one of these firms has the magic formula, says the report. There is no physical characteristic of the product which could not be duplicated by a competent competitor.

Preparation of Report

The report, released Nov. 30, was under the chairmanship of Dr. An-

drew Stewart, former president of the University of Alberta, and now head of Canada's Board of Broadcast Governors. It left little doubt of being thorough and in many instances stinging, lambasting and praising at alternate intervals, and appearing to be fashioned to help Canadian buyers in the retail market to be more alert and informed.

Other pertinent excerpts, but barely touching the full comment and recommendations of the report, are:

Food in Canada can cost less and the shopper familiar with the information necessary to tell her exactly what she is paying for can exert the pressure required to bring down prices.

Among other things, it contended

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—BREAD IS THE STAFF OF LIFE—

FTC Charges Baking Firms Discriminated

WASHINGTON — The Federal Trade Commission has issued charges that two large baking companies have given favored retail customers discriminatory discounts. The FTC's separate complaints are against Huber Baking Co., Wilmington, Del., and Continental Baking Co., Rye, N.Y., marketer of Wonder bread, Hostess cake and other advertised brands.

According to the FTC report, Huber Baking Co. has approximately 4,175 retail customers in Pennsylvania, New Jersey, Delaware and Maryland and showed total 1957 sales of about \$3.75 million. It showed Continental Baking Co. operating some 67 bakeries serving thousands

(Turn to FTC CHARGES, page 50)

operators, and in fact, so far we know of none used by retail bakers. It seems possible, however, that food additives may be included by allied firms in some ingredients sold to retail bakers, and we therefore are suggesting that you determine whether this is so in your case," said ARBA.

Bearing in mind all of this, together with the information assembled by the American Bakers Assn., ARBA is asking if there is any information which it should have from allied firms regarding food additives used as such, or as components of other prepared ingredients, by retail bakers, or whether there is any action ARBA should take in regard to this matter.

ARBA suggests that information regarding a food additive be sent directly to the food protection committee, National Research Council, 2101 Constitution Ave. N.W., Washington, D.C. Or it can be sent to ARBA with information for forwarding to the committee, along with similar information ARBA receives from other suppliers.

If information is submitted through ARBA it will be kept confidential when so requested.

The American Baker



Published Monthly for the
Bakers of America

GEORGE E. SWARBRECK

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Associated Publications—THE NORTHWESTERN MILLER, FEEDSTUFFS, CROPLIFE, MILLING PRODUCTION, FARM STORE MERCHANDISING, FEEDLOT, PROFESSIONAL NURSING HOME



White Collar Workers and the Unions

VISIT THE OFFICES of any of the major baking concerns, be they headquarters, regional or district; enter the office door of any medium sized or small firm and you see the White collar workers—a generic term used to describe the clerical staffs who tot up the sales, analyze the purchases, pay the bills and make out the pay checks.

The classification goes further. Described as white collar workers, too, are the professional and technical staffs and today, more than ever before, industry generally is employing considerably more of them. Their total has increased by more than 16% in the past 13 years while the clerical labor force is up by 23%. In the same period, the total number of workers in the so-called productive field has increased by only 4.4%.

Why do we say "so-called productive field"? For some reason or another, statisticians classify the white collar workers as "non-productive" though, for the life of us, we cannot see the logic of such thinking. Where productiveness ends and non-productiveness begins is impossible to determine for no matter what the task, each one contributes to the end result—in the case of our industries the production and selling of the end products which are baked foods.

The white collar workers have never been as tightly organized, using organized in the labor union sense of the word, as their fellow producers in the plants. White collar workers have traditionally allied themselves with management and not with the unions, though the thought of one segment of a working force allying itself with another, and presumably against a third, is repugnant. Capital, management and labor should be as one and the continuing battle waged by the unions is not conducive to economic progress. Indeed, when that battling leads to strikes, as it has done in some industries, the economies of both country and company are damaged. And so are the family economies of the strikers.

Now the unions are casting their eyes in the direction of the white collar workers, encouraged in some respects by the new labor reform law.

Most companies, and this is true of the baking industry when compared with other industries, have a solid, fair personnel policy with pay scales and fringe benefits in line with area conditions, with fair but firm supervision, and no arbitrary discharges or unfair treatment of employees. The record of the baking business is good in this respect.

But these facts will not stop the unions from going after what appears to them as a plum ripe for the picking. There's a large new source of income in dues.

Walter Reuther of AFL-CIO has said that the need to organize office workers is pressing. He maintains that the complexity of office administration has brought about changes in the outlook of the white collar workers. Jobs have become specialized and the impersonal attitude of some managements toward white collar workers cuts the former ties. Mr. Reuther claims that the white collar worker feels he is just another cog in a vast business machine and he is now susceptible to organization.

AFL-CIO is kicking around the idea of a special white collar organization committee which would coordinate and stimulate the organizing.

What we anticipate is the growth of a jurisdictional dispute between various unions to gain control of the white collar workers and this could be costly for industry. There is an Office Workers Union already, but the Teamsters are said to be eyeing the new market for dues-paying members. We can think of nothing worse happening to the baking industry or any other industry.

Just what is the union-sponsored thinking on the subject? The current steel dispute gives the answer. White collar workers in the steel firms are asking an average 29.2¢ hourly raise to equalize average earnings of production workers. The union says production workers earn an average of \$3.11 but office workers' salaries, converted to an hourly basis, average only \$2.81.

The problem is likely to loom large in 1960 and the flour milling and baking industries will be directly involved.

Repeat After Me—"Baked Foods"

OUR LIVELY CONTEMPORARY, the "Quality Grocer," published in the interests of better grocery merchandising by members of the Quality Bakers of America Cooperative, Inc., has spoken out about the terminology many food store merchants continue to use when they say "baked goods" when they really mean "baked foods."

The term "goods" went out with high button shoes, but many members of the milling and baking industries continue to use it. We ourselves have been guilty of the crime.

The term "goods" has a certain hardness about it because it means "wares" or "commodities." The very word "food" has an appetite-arousing sound to it and when coupled with "baked" the taste buds are tickled. Therefore, it is entirely logical to place "baked" and "foods" in juxtaposition.

Never do you hear people talk of frozen goods, dietetic goods or macaroni goods. So why do we continue to use the phrase "baked goods" in describing such luxurious comestibles as we sell? "Baked foods" sounds more appetizing, motivating the customer to bigger buying orders.

"Quality Grocer" is to be heartily commended for raising this issue once again and embarking on a drive to get the old fashioned terminology changed. And that drive must be started right here among millers, bakers and all those who supply them. Put the spotlight on baked foods in all advertising; use it in every day conversation when you are talking about the end product of your job. Millers and bakers are the best of all publicists for their products and every opportunity should be taken to talk about them.

We hereby make a promise—never more will the term "baked goods" appear in the columns of The Miller if we can help it. We hope our advertisers will take note and govern themselves accordingly. And all our many and valued contributors will be requested to conform. Finally, a pat on the back to the editor of "Quality Grocer" for resurrecting a subject which is as timely as it is important. The holidays are a time for joyfulness and that joyfulness can be immeasurably increased with the aid of a table packed with "baked foods."

National Sandwich Month Sets Records for Ninth Year

CHICAGO—Food stores worked for extra profits during August, National Sandwich Month-1959, to boost the month's food sales index to another August high.

The sales yardsticks of two trade publications agree that August led July-1959 and August-1958—a marked increase in business during Sandwich Month. The separate indices of both Food Topics and Food Business magazines indicated the August promotion again proved itself the food industry's best merchandising and sales tool.

Wheat Flour Institute serves as coordinator of National Sandwich Month in August. The program lists several hundred "participant-sponsors"—including food manufacturers, processors, distributors, retailers, wholesalers, trade publications and trade associations. Each sponsor makes sandwich time work for his own needs and profit. The list of sponsor-merchandisers in Sandwich Month grows year after year.

Advertising and editorial lineage records compiled by WFI were again tumbled for the ninth consecutive year of the annual event. Tear sheets from Advertising Checking Bureau, which "reads" newspapers country-wide, showed that retail food outlets spent an estimated \$142,237 for newspaper space on the sandwich meal theme during August. The figure was estimated by ACB at 65% of the national line rate.

This dollar figure represents a smashing total of more than a million agate lines (1,127,077) of sandwich meal advertising. The record total of tear pages is 1,746—nearly doubling 1958's figure. WFI estimates from returns and correspondence that more than 27,000 retail food outlets brought the sandwich meal message to the American consumer.

Point-of-Sale Pieces

While the ads ran in newspapers, point-of-sale merchandising pieces were influencing shoppers in food stores. Participating again this year

were nearly all the big names in food retailing. Among them were: A&P, Safeway, Kroger, IGA, Wrigley's, Piggly-Wiggly, Jewel, Acme, Food Basket, Food Fair, Stop & Shop, Lucky Stores, plus a host of other familiar names, large and small, representing chains, cooperatives and independents.

Consumers again were confronted with the sandwich meal theme in record-breaking newspaper editorial space. More than two column-inch miles of "sandwiching" were read by the public—176,134 column inches—a 100% gain over 1958. In terms of advertising cost, "free" editorial space represented \$266,737, again based on the low estimate of 65% national line rate.

Consumer magazines featuring summer's most popular mealtime combination in editorial stories and recipe features set still another record—a grand total combined circulation of 130,132,106—more than doubling the 1958 tally.

The 15 leading magazines and Sunday supplements featuring the sandwich story included: McCall's, American Home, Progressive Farmer, Better Homes & Gardens, Seventeen, Woman's Day, Ladies Home Journal, Everywoman's Family Circle, Sunset, Capper's Farmer, Parents', Parade, American Weekly, Family Weekly and This Week.

The same publications, plus Look, Life, Redbook, Good Housekeeping, Living for Young Homemakers, New Yorker, and nearly all other national magazines, carried a multi-million dollar advertising campaign on the sandwich theme for "participant-sponsors."

Supporting Advertisers

A partial listing of the "sandwich" advertisers included: Starkist, Campbell, Kraft, Underwood, French's, Waxtex, Morton, Coca Cola, Pepsi Cola, United Fruit, Best, Hellman's, Carnation, Jane Parker, DuPont Celophane, Millers High Life, Spam,

(Turn to SANDWICH MONTH, page 50)

Arizona Bakeries Plan 15c Bread

TUCSON, ARIZ.—Two new bakeries being built by a North Dakota millionaire baker may make sharp inroads into the bread market of this area by offering pound and pound-and-one-half loaves substantially below the current market price.

The baker, George Cox of Grand Forks, plans to sell the smaller units at 15¢ and the larger loaves at 19¢ on a cash-and-carry basis in a market that experienced a price increase last month pushing the pound-and-one-half loaf to 34¢.

Mr. Cox sees the key to success in the bread business in a quality product and lowered distributing costs. "Our system is big volume, small profit instead of small volume and big profit—that's the way we operate," Mr. Cox explains.

A recent bread survey made by Anheuser-Busch, Inc., listed Cox's Home Made bread as the lowest priced in the nation.

On the quality side Mr. Cox declared: "We are giving the people the service charge they are entitled to. But price doesn't mean a thing if you don't have quality." He is proud of the quality of his products, noting that white bread, his biggest seller, "is always the 6% loaf." He further explains that no softeners are used in his bread emphasizing that "our bread is made to eat, not keep." Mr. Cox is also quoted as having indicated that 200 cars of North Dakota hard spring wheat flour are already on order. "It is not the winter wheat used by most bakeries," he said.

Mr. Cox is no newcomer to the baking business. His chain of bakeries will number 24 with the addition of the two Tucson plants. The original 22 bakeries are located in the states of Minnesota, North and South Dakota and Iowa. The two plants under construction are reported to represent an investment of \$100,000 each. The gross profits for the chain last year were indicated at approximately \$2 million.

State Chain Planned

The two new bakeries are the first of a planned chain of 16 plants in this state. Mr. Cox intends that all will be on a cash-and-carry basis and feature the 15¢ and 19¢ loaves. All bakery products in the Cox chain are made and sold on the premises. The company owns no trucks and makes no deliveries to distributors.

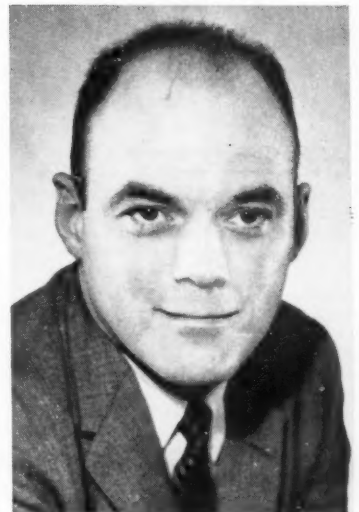
Mr. Cox's main worry now is whether the two new plants in Tucson will offer ample parking space for the customers they will attract. He says he has faced this problem before with customers driving as much as 75 miles to buy his baked foods.

—BREAD IS THE STAFF OF LIFE—

Pillsbury Declares Quarterly Dividends

MINNEAPOLIS—The board of directors of the Pillsbury Co. announced quarterly dividends of 35¢ a share on common stock and \$1 a share on preferred stock.

The 35¢ common stock dividend, Pillsbury's 130th consecutive quarterly dividend, was paid Dec. 1, 1959, to stockholders of record on Nov. 5, 1959. The preferred dividend is payable Jan. 15, 1960, to stockholders on record on Jan. 4, 1960.



Walter M. Wingate

APPOINTMENT—Walter M. Wingate, formerly assistant sales manager of the bakery flour division for Russell-Miller Milling Co., Minneapolis, has been named district sales manager of the division's New York City branch. The appointment was announced by W. R. Heegaard, vice president and general sales manager. Mr. Wingate has been assistant sales manager of the division for two and one-half years, and before that was sales assistant to the division's vice president. He started with the company in 1948 as a sales clerk in Minneapolis, and has also served as a salesman in Chicago and New York City.

Air Classified Flour Subject of Address To Production Club

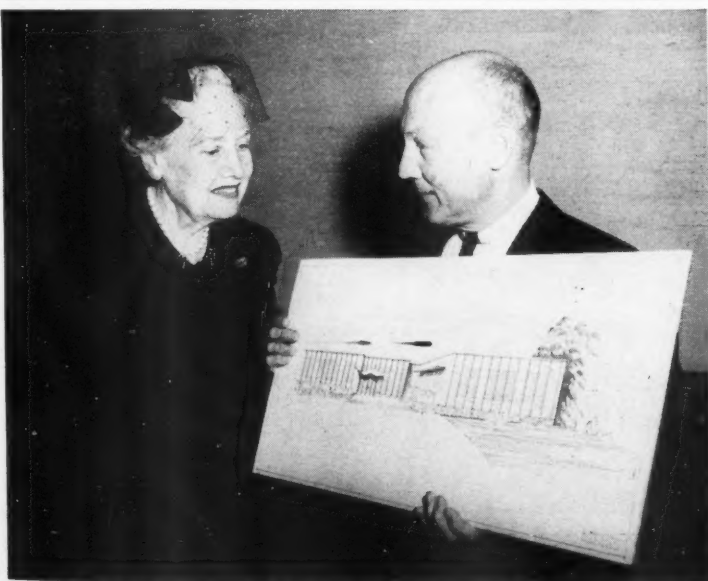
CHICAGO—Claude Stratton, the Pillsbury Co., addressed the November meeting of the Chicago Bakery Production Club on the subject of baking characteristics of conventional milled and air classified flour.

Mr. Stratton covered first some elemental points about this year's wheat crop, such as the fact that it is producing better flour than last year, but with a higher ash content. The flour is tougher, requiring somewhat longer mixing—but the mixing tolerance and fermentation tolerance are better, he stated. Also, absorption requirements may be higher, he added, and the new flour requires more oxidation, so that up to 50% more yeast food may have to be used.

Described as a good baking flour as "one which produces a bold sponge which is mellow, dry, and short at the dough mixing stage," Mr. Stratton said, also, "if a few mistakes are made at the dough mixer, good bread can still be produced."

After defining air classified flour and mentioning that "normally milled flour contains 25% to 30% of very fine particles," Mr. Stratton explained this situation as the one which makes sponges wet and tacky.

Air classified flour needs softer sponges, due to tightening in fermentation, he explained. Doughs require more mixing and longer fermentation time. In conclusion, Mr. Stratton explained that moisture content of air classified flour is less than normal flour, and that air classification upgrades flour.



BUILDING PLANS—Russell D. L. Wirth, president of Red Star Yeast & Products Co., Milwaukee, shows Mrs. E. H. Inbusch, a director of the firm since 1944, plans for the firm's new \$1 million administration building soon to be constructed in Glendale, a northern suburb of Milwaukee. Red Star expects to occupy the new building sometime in 1961.

George Chussler, Formerly Editor, Will Serve as ARBA Executive

CHICAGO—L. Carroll Cole, Cole Bakeries, Muskegon, Mich., president of Associated Retail Bakers of America, has announced that George Chussler, ARBA honorary director and former retail editor of Bakers Weekly, has officially joined the staff of ARBA to serve in the capacity of executive vice president. Mr. Chussler has been consistently active in the operation of ARBA since its inception in 1918.

His first introduction to the industry as an official of an association was his election as secretary of the original Chicago Master Bakers Assn. in 1919, which he served continuously through 1936. At that time he was operating a retail bakery in Chicago with his father.

A flair for leadership was quickly recognized when he was selected to serve as secretary-manager of the executive council, Associated Retail Bakers of Greater Chicago, comprised of all the retail associations in the greater Chicago area which he aided in reorganizing following World War I.

In 1924 he was elected secretary of the Illinois Bakers Assn. to help revitalize the group. He was engaged on a full time basis as the organization's first field secretary in 1925. He carried on in this capacity until 1929 when he took over as secretary and the field work was separated. He served the Illinois Bakers Assn. from 1924 to 1936 and is an honorary member and life director of the association.

Active ARBA Worker

Mr. Chussler joined the staff of Bakers Weekly in 1927 and resigned Sept. 19, 1959, after 32 years of service. Throughout this entire period he was active in ARBA serving as an executive adviser and was named administrative executive earlier this year. He sparked many of the programs which ARBA has carried on in behalf of the retail bakers, including National Retail Bakers Week.

He was managing director of the National Bakery Suppliers Assn. from 1945 to 1949. It was during this period that the reference, "The biggest little association in the baking industry," was adopted and is still used in reference to NBSA.

In commenting on his decision to

serve ARBA, Mr. Chussler said: "In accepting the offer of the officers and directors of ARBA who were most generous with their comments and commendation at the recent board meeting of the organization, I did so after very serious deliberation and for two very definite reasons. First of all I am convinced that the greatest future potential for the growth of the baking industry lies with the retail segment. Secondly, and equally important, is the fact that the retail segment and its allied suppliers have thoroughly accepted ARBA which insures its future and increases its ability to be of greater value and service to the retail bakers of the country. As executive vice president of ARBA I will have an opportunity to contribute to these potentials which I recognize as a challenge and which I felt compelled to meet. Naturally I will need and humbly solicit the help and cooperation of all forces in the industry in addition to that which the officers, directors, members and staff of ARBA have already promised."

—BREAD IS THE STAFF OF LIFE—

American Bakeries Earnings Increase

CHICAGO — American Bakeries Co. reported consolidated net earnings for the 40 weeks ended Oct. 3, 1959, of \$8,188,183 (before federal income taxes) compared with \$7,283,230 for the comparable fiscal period of 1958. Net earnings after federal income taxes amounted to \$4,021,024 in 1959 compared with \$3,639,839 in the previous 40-week period.

The company had 1,745,746 shares of common stock outstanding at the close of the current year's fiscal report compared with 1,736,138 shares in the earlier period. Shares outstanding included those subsequently issued in connection with the retirement of preferred stock.

Net earnings a common share (after dividends relating only to preferred stock redeemed for cash) were \$2.30 in 1959 against \$2.09 for 1958.

For the 12 weeks ended Oct. 3, net earnings (before federal income taxes) amounted to \$2,117,333 compared with \$2,235,493 in 1959. Net earnings after taxes were \$1,035,816 compared with \$1,132,217 in 1958.

Net earnings a common share for the 12-week period (after dividends relating only to preferred stock redeemed for cash) were 59¢ this year against 65¢ a year ago.

The board of directors of American Bakeries also declared the regular quarterly dividend of 60¢ a share on common stock of the corporation, paid Dec. 1 to stockholders of record on Nov. 13.

BAKERY WINS PLEA

OKLAHOMA CITY — Mead's Bakery here has been given permission to operate refrigerated units in a residential area, a zoning matter. One-half of the site occupied by the bakery is zoned for commercial use and the other half residential. The bakery maintained that shifting the refrigerated units into the commercial half of the premises would push six bakery route trucks upon the sidewalk. Mead's was then granted use of its refrigerated units in the residential area as a public health measure.

Philadelphia Baker Wins Three Prizes



WINS THREE TROPHIES—Sylvester Muller (right) of Muller's Bake Shop, Philadelphia, won the three trophies shown in the photo at a recent cake decorating contest at the Philadelphia Rifle Club. Over 125 bakers attended this second annual contest. Awarding the "Best-of-Show" trophy for the wedding cake at left is Kermit Clawson, International Milling Co. The two men in the middle, from left, are Godfrey Stehli and Frank Joerg, president and vice president, respectively, of the Master Bakers Business Assn. of Philadelphia, co-sponsors of the event with International.

Kroger Company Sales Up 40% Over 1958

CINCINNATI—The Kroger Co. reported after-tax net income for the 40 weeks ended Oct. 3, 1959, of \$18,797,129, an increase of 17% over net income for the corresponding period of 1958. Provision for federal taxes totaled \$20,363,557.

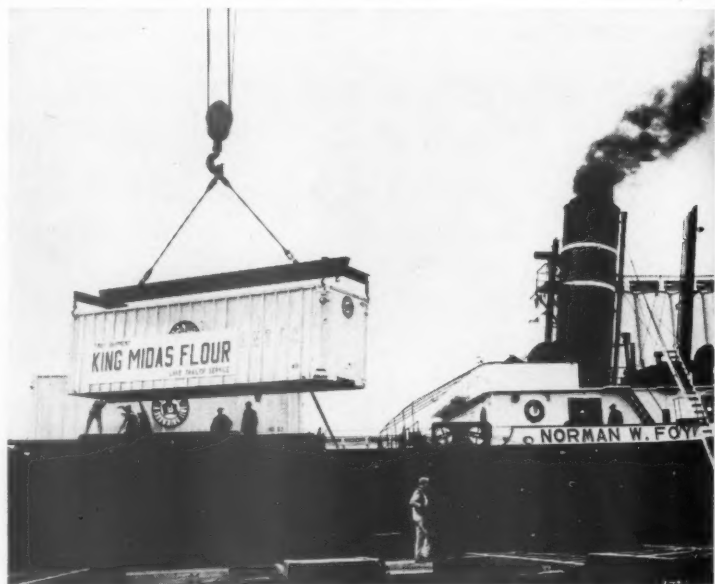
Net earnings for the first three quarters of 1959 were equal to \$1.52 a share of common stock as compared to \$1.31 a share in the comparable

weeks last year. Net income was equivalent to 1.3¢ per sales dollar.

Sales of \$1,435,278,816 for the 40-week period exceeded those for the like period of 1958 by 7%.

Sales for the tenth 4-week period, ended Oct. 3, totaled \$142,391,795, an increase of \$5,965,437 over sales of \$136,426,358 for the same period in 1958.

Average number of stores in operation during the period was 1,400, compared to 1,427 during the 1958 tenth period.

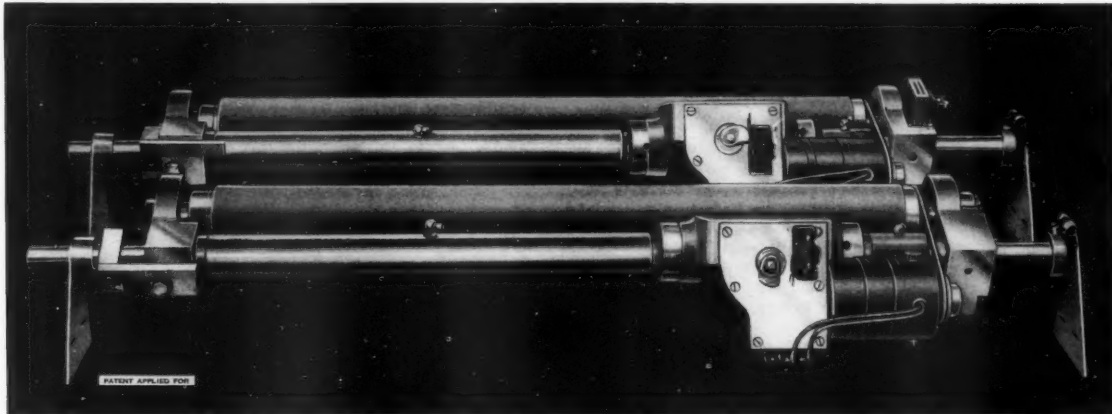


SWINGING ABOARD—Swinging aboard the deck of a specially-equipped grain vessel at Duluth is this demountable truck trailer filled with 100 lb. sacks of special flour from King Midas Flour Mills, Minneapolis. This innovation in water transportation accompanies the return of packaged flour shipments to the Great Lakes, a service which was discontinued in 1942. The method does away with handling problems of shipping flour in the hold of the vessel and offers King Midas' customers speedier delivery service.

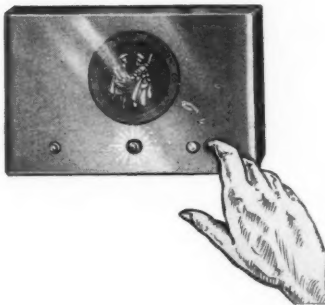


George Chussler

The new BECO 717 sharpener



the BECO 717 fully automatic sharpener is offered by the organization that designed and built the world famous MICRO internal grinder, and gave to the baking industry its earliest and most widely used slicers, wrappers, and blade grinders.



A thirty-day free trial of this rugged, efficient and dependable unit will afford you an opportunity to verify our very positive claims of superlative performance, substantially extended blade life, and consequent reduction of your maintenance costs.

HOW IT WORKS

Pre-set to meet your individual sharpening preference, the automatic timer takes over the job of maintaining that razor-edge blade sharpness so necessary to perfect slicing results in these days of progressive mix improvements. Responding to this pre-determined sharpening cycle, the BECO proceeds *automatically* in its

silky-smooth way with the simultaneous sharpening of both sides of all blades.

If, for any reason, you wish to operate outside of your established sharpening cycle, touching the "override" button does the trick. Upon releasing the button, you are again back on automatic operation. It is as simple as that!

Price \$550 installed,
or available on a four-year lease
on the following terms:

First year\$185
Second year\$150
Third year\$125
Fourth year\$100

Orders are being booked in rotation as received.

CLIP TO YOUR LETTERHEAD—MAIL TODAY

BECO, BETTENDORF, IOWA

Please install your BECO 717 multiblade sharpener on

our _____ slicer.

MODEL SERIAL VOLTS CYCLES

NAME _____

TITLE _____

Flour Market

Flour Bookings Light in November; Inquiry Better as December Opens

By KEN WAKERSHAUSER
American Baker News Editor

November went into the record book as a period of meager flour buying, tighter wheat supplies and firm prices, much as was forecast in the opening weeks of the crop year. There were some signs of price weakness in the spring wheat mills region near the end of November, but these appeared to be over shadowed by the essential bullishness of the long range picture.

The heavy flour supplies acquired by bakers and jobbers at the end of October did provide breathing room in which to sit back and observe the developing situation. Although buying for more than fill-in amounts was not resumed as December opened, there was heightened interest on the part of some bakery buyers, possibly stirred by the concern over the apparent scarcity of wheat in the Southwest. The interest was quickened by the failure of prices in that area to show any signs of softening, and the possibility of more wheat absorption by the government loan program. It is likely that current flour supplies will be down sufficiently by Jan. 1, or shortly thereafter, to make the climate more favorable for additional purchases in quantity.

Prices of Springs Show Weakness

Bakers who follow the markets have been quick to notice the apparent weakness of spring wheat premiums and flour prices since mid-November, and their interest has been evident in the increased number of inquiries the past week or two. Basically, the causes for weakness are close at hand. The close of navigation on the Great Lakes, and the damper it places on wheat movements out of the spring wheat mills area, is traditionally a factor in this situation. Also, there has been a moderate but steady improvement in millfeed prices, permitting flour mills to shave their flour prices as millfeed cost factors improve.

Bakers, however, should be careful to keep in mind that the spring wheat crop for 1959-60 is considerably shorter than a year ago, giving rise to the assumption that the current level of prices may be a short range matter. Between Nov. 6 and 27 cash wheat prices at Minneapolis dipped approximately 6¢, bringing bakery flour prices down an average of 15¢.

Aside from the price decline itself, it is important from the baker's position to study the level of spring wheat flour prices against that of hard winter wheat types, which remained strong throughout all of November because of the extremely tight wheat situation in the Southwest. The dip in spring wheat flour prices has caused a sharp narrowing of

the spread over Southwest types.

This closeness of prices in the two areas could be offset, however, by heavier marketing of wheat in the Southwest after Jan. 1. This is an eventuality not at all unlikely. With the current advances in hard winter wheat cash prices, there is a growing feeling that owners of wheat are simply awaiting passage of the 1959 tax year to dispose of greater quantities of the grain. This has occurred before, and if it does take place again after Jan. 1, the effect probably will be to weaken Southwest flour prices, thereby widening the spread between prices in the two areas.

A loosening of wheat supplies could occur, too, in the spring wheat mills area, although such a prospect should consider also the shortness of the crop compared with 1958.

Comparative Totals For Loan Wheat

Through October 31 wheat placed under loan from the 1959 crop amounted to 262,575,485 bu. compared with 453,815,060 bu. through October of 1958. Of the current October total, however, 7.5 million bushels were redeemed by growers, presumably for sale. The total redeemed, however, failed to cause any weakness of the "free market" price structure. It is interesting to note at this point that heavy quantities of wheat may still go under the loan program in the months remaining.

A little arithmetic at this point will show the basic reasoning behind the belief that supplies may remain tight: All wheat needs for the remainder of the crop year probably exceed 950 million bu., as opposed to a potential "free market" supply of approximately 860 million bushels. The only solution, of course, is for a higher level of wheat prices to draw supplies onto the market, which in turn would carry flour prices to higher ground.

Cash Wheat Supply Remains Key Factor

Wheat of baking quality remained in strong demand at Kansas City as November ended, and without some gains in prices it will remain scarce in the weeks ahead. Between Nov. 6

and 27 cash wheat prices at Kansas City rose 3¢, but apparently it was not sufficient to draw additional supplies off the farms. This has been the situation almost without interruption since the peak of the harvest movement passed in the early weeks of the crop year. As it did then, the situation continues to augur for firm flour and wheat prices. It is intensified, of course, by the drain of wheat into government storage. Wheat placed under loan is smaller than it was a year ago, but so is the total crop, and without additional price incentives there is likelihood that more wheat will go under loan before expiration of the storage period in January.

Wheat growers and millers, recognizing this shortage, are even concerned as to whether "free market" supplies during the remainder of the crop year will be adequate for normal requirements. Whether their concern is justified or not in the long run, it tends to keep current quotations strong on wheat and bakery flour.

J. R. Short Names Sales Representative

CHICAGO—Raymond G. Dietz of Lewiston, Idaho, has been appointed a sales representative of the J. R. Short Milling Co., states William A. Hoffman, sales manager.

Mr. Dietz has been associated with the Holsum Baking Co. of Lewiston, Idaho, for the past 22 years. His most recent position was that of superintendent of the Holsum plant. Mr. Dietz is a graduate of the American Institute of Baking, and past president of the Inland Empire Production Men's Club. Mr. Dietz will represent the J. R. Short Milling Co. in the Northwest territory and will continue to make his home in Lewiston.

Paul Hull Dies

NASHVILLE, TENN.—Paul Hull, Brolite Co. representative for Ohio, Kentucky, and Tennessee, died recently in Nashville. He was with Brolite for 17 years and was a member of the Southern Bakers Assn. and the Midwest Dahlia Society. He is survived by his wife, daughter and one grandchild.



THE NEW YORK STOCK EXCHANGE

Quotations on baking, milling and allied stocks listed on the New York Stock Exchange:

	1959	1959	1959	Nov. 20, 27
	High	Low	Close	
Am. Bakeries Co.	50 1/4	39	39	43 1/2
Borden	89	70 1/4	86 1/2	88 1/2
Cont. Baking Co.	55 3/4	44 1/4	49 1/4	48 1/4
Pfd. \$5.50	107 1/2	101 1/4		103
Corn Pr. Ref. Co.	59 1/4	50 1/4		51 1/4
Crown Zellerbach Corp.	60 3/4	50 1/4	54 1/4	53 1/4
Gen. Baking Co.	14 1/4	12	12 1/2	12 1/4
Gen. Mills, Inc.	37 1/2	30 1/2	31 1/2	32 1/4
Pfd. 5%	114	103	106	106
Merck & Co.	91 3/4	67	81 1/4	83 1/2
Natl. Bisc. Co.	56	49 1/4	53 1/4	52 1/4
Pfd. \$7	144 1/2	145 1/2	148 1/2	148 1/2
Pillsbury Co.	49 3/4	37 1/4	42 1/4	39
Procter & Gamble	90	73 1/4	85	90
St. Regis Paper Co.	55 1/4	42 1/4	53 1/4	53 1/4
Sid. Brands, Inc.	36	34 1/4	35 1/4	35 1/4
Sunshine Bisc., Inc.	106 1/2	88 3/4		90 1/4
Un. Bisc. of Am.	30 1/2	22 1/2	27 1/4	24 1/2
Ward Baking Co.	18 1/4	12 1/4	14 1/4	14 1/4
Stocks not traded:				
Corn Prod. Ref. Co., \$7 Pfd.			86 1/2	88
Crown Zellerbach Corp., Pfd. \$4.20			88	89 1/2
General Baking Co., \$8 Pfd.			143	143 1/2
Pillsbury Co., \$4 Pfd.			92 1/4	93 1/2
St. Regis Paper, \$4.40 Pfd.			92	94
Un. Bisc. of Am., \$4.50 Pfd.			86	87 1/2
Ward Baking Co., \$5.50 Pfd.			88 1/2	90 1/4
West Virginia Pulp & Paper Co., Pfd.			94 1/4	95 1/2

THE AMERICAN STOCK EXCHANGE

Quotations on baking, milling and allied stocks listed on the American Stock Exchange:

	1959	1959	1959	Nov. 20, 27
	High	Low	Close	
Burby Bisc. Corp.	10 1/4	6 1/4	7 1/4	7 1/4
Horn & Hardart Corp. of N. Y.	38 1/4	33 1/4	34	33 1/4
Wagner Baking Co.	5 1/4	4 1/2		
Pfd.	80	71		76

CANADIAN STOCKS

	1959	1959	1959	Nov. 13, 20
	High	Low	Close	
Canada Bread	5.50	4.00	4.00	4.00
Pfd. B	58	55		58
Can. Bakeries	8 1/2	6		6
Can. Food Prod.	5.00	2.50	3.00	3.00
A	9 1/2	7		7
Pfd.	62	41 1/4		42
Catell Food, A	44	39		39
Cons. Bakeries	10 1/4	8		9 1/4
Gen. Bakeries	10.50	7.00	7.62 1/2	7.50
Int. Mfg. Pfd.	70	67	68	67 1/2
Weston, G., A	44 1/2	33	35 1/2	35
B	44 1/2	33	36	35 1/2
Pfd. 4 1/2%	95	81	82	84

*Less than board lot.

George R. Fenster Reelected to Head Flour Distributors

NEW YORK—George R. Fenster, Consolidated Flour Corp., was reelected president of the New York Association of Flour Distributors at a meeting here recently. All other officers were reelected as follows: Charles Metzendorf, Metzendorf Bros., Inc., vice president; Eleanor D. Cashion, Kelly-Erickson Co., Inc., secretary; Jack Di Fiore, treasurer; Herbert H. Lang, Coulter & Coulter, Inc., national director.

In reviewing the association's past year's activities, Mr. Fenster said that the following four objectives had been kept in mind: (1) Relief from the gross receipts tax, (2) promote a high standard of business ethics, (3) encourage cooperation among all segments of the industry, (4) promote cooperation within the association itself.

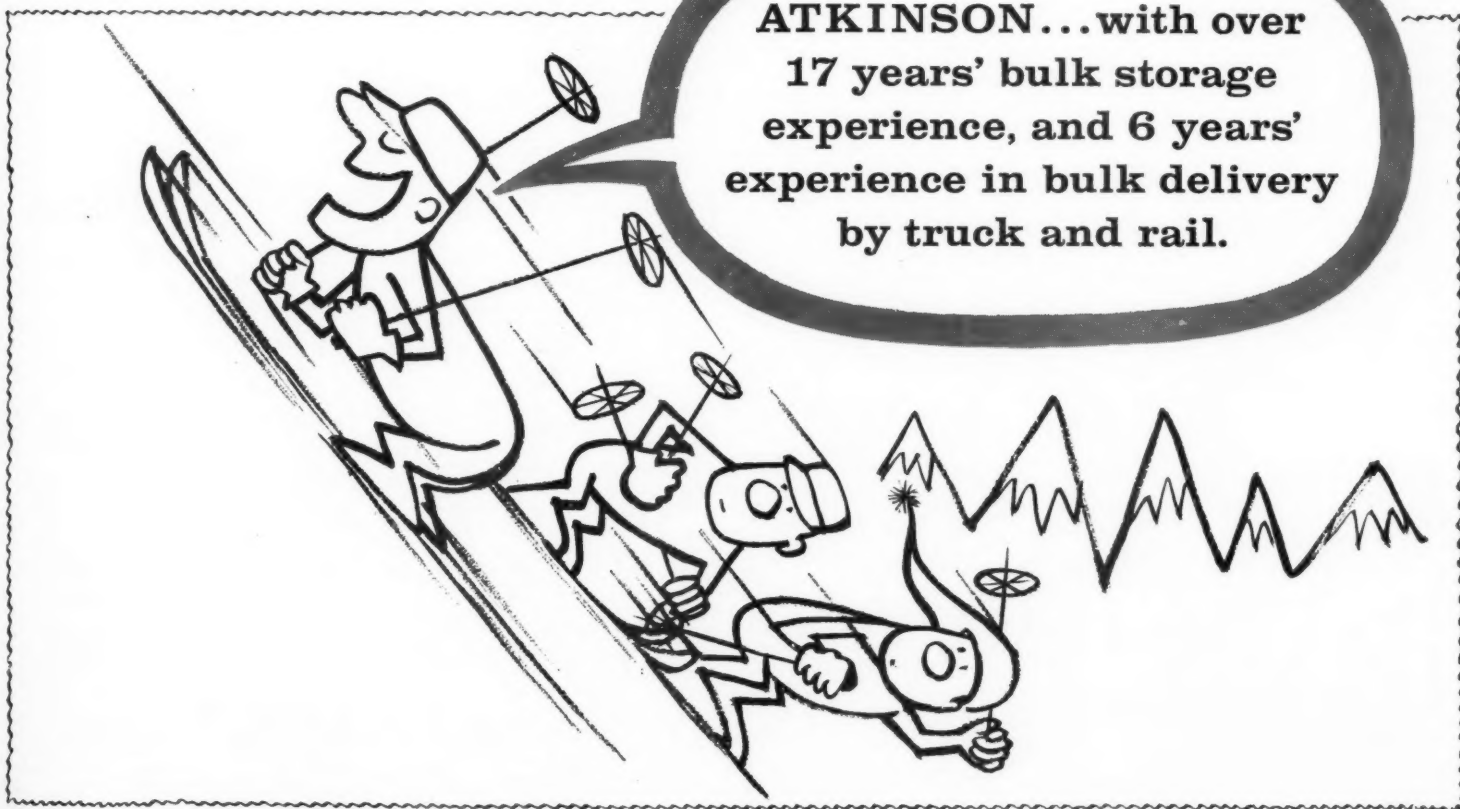
... At This Time Last Year ...

FLOUR

Hard winter wheat flour buyers came into the market Dec. 2 and 3 to spark the first major round of bookings in the Southwest since September. Prices generally being paid were at the same levels as in effect early in the summer, with some ranging to 10¢ over that figure. The wave of buying started late Dec. 2, as one large bakery firm booked heavily. By the opening of business Dec. 3 buying was increasing in intensity. One brisk buying period occurred early in November, involving only spring wheat flour and small, scattered sales of soft wheat types for cookie and cracker bakers. Spring wheat flour sales amounted to approximately 2.5 million sacks, and filled out most bakers until somewhere after Jan. 1.

WHEAT

Wheat removed from the market by the government loan program continued to loom as the most basic factor affecting prices. Wheat tied up under loan was largely responsible for keeping prices strong in the face of a record harvest. The amount of wheat reported to be under loan totaled 454 million bushels, a record figure, but not of the proportions expected by a large segment of the trade. Actually, the figure of 454 million bushels was more of a source of controversy than anything else. Although of record proportions, some market analysts believed it to be at least 50 million bushels short of the amount necessary to insure continued tightness of prices for the remaining months of the crop year.



Every baker wants uniform flour...Atkinson delivers it!

Don't take less than you can get from

ATKINSON MILLING COMPANY MINNEAPOLIS



*Reg. U. S. Pat. Off.

DO YOU KNOW



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 50 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. Most wholesale bread plants use sponge doughs because they require less labor.
2. An oven temperature of 325° F. is too warm for baking kisses and meringues.
3. When water, being used for bread doughs, is extremely hard, it is necessary to use somewhat less yeast.
4. Cold water is run on the pans before placing sheets of puff paste dough on them, for making Napoleons, in order to produce a more tender product.
5. A baker does not have to make any adjustments in his formulas or mixing procedures to counteract the varied quantities of chlorine in city water when making bread doughs.
6. The baking quality of flour is not harmed if it has been stored for sometime at a temperature of 140° F.
7. Cakes may mold readily due to some of the ingredients containing mold spores.
8. If a baker's refrigerator for retarded doughs does not have enough humidity to keep the dough from drying out, the moisture content in the dough should be increased in order to prevent crusting.
9. Some coconut macaroon mixes are heated to about 110°-115° F. in order to run them out of the bag and tube easier.
10. When making cakes or cookies, the salt content of the dough should be based on the amount of shortening in the formula.
11. Water is sometimes added to angel food cakes, as it improves them.
12. Over baking causes custard pie filling to break down and become watery.
13. Sweetened condensed whole milk contains about 31% sugar, 41% moisture and 28% milk solids.
14. In order to keep mince meat from spoiling, 1% benzoate of soda should be mixed into it.
15. When whipping cream by machine, best results are obtained by beating on slow or medium speeds.
16. The average 2 lb. loaf of white bread contains about 21 oz. flour.
17. There is no known method of preventing the formation of blisters on the bottom of custard pies.
18. Waxed paper is more sensitive to changes in the weather and temperature than cellulose.
19. Sour cream butter, and not sweet cream butter, should be used in cake and cookie baking in order to obtain the best flavor.
20. Fried pies made with pie crust will soak too much fat during frying if the pie crust is high in shortening content.



MISSOURI BAKERS—In the upper photo are the new officers of the Missouri Bakers Assn. and those renamed to serve another term; left to right: George H. Buford, reappointed secretary; Paul W. Schattgen, first vice president; LeRoy Gillan, president; Byron Welch, second vice president, and William F. Ellerbrock, reelected treasurer. In the lower photo, left to right, are: E. E. Jarnagin and Phillip Talbott, U.S. Department of Agriculture's grain defense committee; Mr. Ellerbrock, and Leo Rozanek, president of the St. Louis Retail Bakers Assn. The USDA men, who spoke at MBA's fall outing, and Mr. Rozanek, were named honorary members of the association.

Annual Outing

Missouri Bakers Elect New Officers

LAKE OZARK, MO.—The annual fall outing of the Missouri Bakers Assn. was held here recently, featuring speakers who covered subjects ranging from baking during an atomic emergency to insurance. Other activities included a boat ride, a business session and the election of LeRoy Gillan, Gillan's Bakery, Moberly, Mo., as president.

Other officers elected were Paul Schattgen, Schattgen's Bakery, Webster Groves, Mo., first vice president, and Byron Welch, Holsum Bakery, Springfield, Mo., second vice president. William F. Ellerbrock, Ellerbrock Bakeries, St. Louis, was reelected treasurer, and George H. Buford, Kansas City, Kansas, was reappointed secretary. Appointed to three-year terms as directors were William McLain, McLain's Bakery, Kansas City, and H. E. Barton, Columbia Baking Co., Columbia, Mo. R. A. Johnson, Holsum Bakery, Boonville, Mo., replaces Mr. Welch as director.

David R. Newsam, Hammon Baking Co., Jefferson City, Mo., was appointed chairman of the legislative committee; Sam Pasternak, Cake Box Bakers, Kansas City, was named chairman of the board. (Mr. Pasternak was unable to attend the outing because of illness.)

Phillip Talbott, executive secretary, grain defense committee, U.S. Department of Agriculture, spoke on the manner in which the baking industry would function in the event of an atomic emergency due to bombing and radioactive fallout. He was as-

sisted by E. E. Jarnagin, also of USDA.

Carl Muff, Muff's Bakery, Trenton, Mo., explained the group life insurance program available to MBA members.

—BREAD IS THE STAFF OF LIFE—

College Libraries Given Baking Books

CHICAGO—More than 1,000 libraries of all accredited colleges and universities in the U.S. have received a three-volume set of books tracing the history and economics of the baking industry.

The books—a two volume study of "Baking in America," plus a supplemental volume, "Economic Changes in the Baking Industry"—were presented to the libraries by the American Bakers Assn.

The first volume, written by William G. Panschar, assistant professor of business administration at the University of California, is concerned with the history of the industry in the U.S. The second volume, written by Charles C. Slater, Cambridge, Mass., marketing specialist for Arthur Little and Co., deals with bakery market organization and industry competition.

The supplementary volume, also written by Mr. Slater, contains the latest economic analysis of the industry. "Baking in America" was published by the Northwestern University Press, Evanston, Ill., in 1956 and the supplementary volume in October, 1958.

try Our Louisiana Spice Cake
A SPICY TREAT YOU'LL LOVE TO EAT

LOUISIANA SPICE CAKE

NEW ORLEANS MENUS
FREE RECIPES - TAKE ONE
New Orleans Dinner

SPECIAL TODAY!

SHOWCASE FEATURE!

HOLIDAY SPECIAL—Durkee Famous Foods is offering to bakers a promotion kit of streamers, showcase banners and menu pads for its Louisiana spice cake as a holiday promotion. The kit contains typical New Orleans menus featuring Louisiana spice cake as dessert. The menus are printed on tear-off sheets mounted in pad form on easel cards for display and removal by customers.

STERWIN GIVES YOU MORE... AT NO EXTRA COST!

1 YOU GET MORE PRODUCT-WISE



With B-E-T-S® Enrichment Tablets, Sterwin Enrichment Service offers you the widest variety of tablets in the field . . . one type just right for your enrichment need. And B-E-T-S Tablets contain Ferrous Sulfate . . . the highly assimilable form of iron . . . an exclusive feature at no extra cost!

2 YOU GET MORE SERVICE-WISE



Sterwin recommendations for improving your enrichment procedure are based on the *longest* experience in the field. For B-E-T-S is the *original* bread enrichment tablet. And this service is provided by your Sterwin Technical Representative, a specialist thoroughly trained to understand your enrichment needs.



**SELL MORE
ENRICHED BREAD—**
feature this emblem in your
advertising. Get data from
the ABA, or write Sterwin.

Yet this superior product-service combination costs no more than ordinary bread enrichment.

And for the B-E-T-S Tablets you want . . . when you want them . . . Sterwin maintains a nation-wide network of warehouses. Keeping delivery promises is a Sterwin tradition.

Discover how Sterwin can give you easier, more accurate, more economical bread enrichment. Remember, it costs no more.

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ABA Report

'Continuous Mixing—Your Future Has Arrived'

By THOMAS F. SPOONER

TODAY there are 56 Dö-Makers in operation; very shortly this number will exceed 70. It is interesting to note, too, that many of the orders now being taken are from areas where continuous mix systems are already in operation. In addition, we have been pleased to receive repeat orders from customers whose volume has increased to the point where a second installation has become necessary.

We believe that it is important not only to consider the number of installations but also their relative geographical location. A brief run-down of the number of installations by states is shown in the following table:

LOCATION OF INSTALLATIONS

California	3
Connecticut	1
District of Columbia	1
Illinois	3
Indiana	2
Kentucky	2
Iowa	1
Louisiana	3
Maine	1
Massachusetts	3
North Carolina	3
Nebraska	1
Georgia	2
New Hampshire	1
New York	2
Pennsylvania	5
South Carolina	1
Tennessee	3
Texas	1
Virginia	1
West Virginia	2
Canada	6
England	5
Honolulu	1
Australia	2

Naturally, market requirements of the bread produced on these units

differs widely. Each market demands differences in loaf volume, grain, softness and flavor. Whether we consider the relatively dense volume sweet loaf market of New England, the extremely soft loaf market of the South, the twist loaf market of Texas or the balloon loaf market of the West Coast, many Dö-Maker units are meeting these wide varieties of product demands.

We are at once gratified and pleased with the response of the industry, and welcome this opportunity to acknowledge publicly the confidence placed in us. Acceptance of continuous mixing has been further manifested during the past year by the cooperation of ingredient suppliers in providing the baker with raw materials that have enabled him to realize the greatest possible benefits from his continuous mix process. The introduction of another process during the past year by the American Machine & Foundry Co. is still further evidence of the strong acceptance the industry has made.

Why this definite acceptance of continuous mixing? Why are the number of installations increasing at such a rapid rate? What factors have contributed to the desires of so many bakers to undertake the installation of continuous mix systems? The answers to these questions fall into two broad categories—marketing and production.

Bakers have found that with the continuous mix system they are able

to give their salesmen a product that is tangibly different and superior. The effective use of advertising and promotional programs has enabled bakers to realize market gains, an increase in bread volume of between 10% and 40%, and some have been even higher. Significant, also, is the fact that once Dö-Maker bread has entered a particular market it has usually followed that the general quality of all bread on that market has raised.

In the long run, however, the vast improvements that continuous mixing is making to the improvement of bread production procedures will constitute, we feel, our greatest contribution. Truly, the Dö-Maker is the answer to the production man's dream. Why?

1. Because the continuous mix system paces the entire shop, smoothly and regularly, hour after hour. Continuous mixing is the first logical step in the completely automatic shop.
2. Because uniformity is assured. Ask the general production manager of a company that is installing its third unit in as many plants what he likes most about his installation and his answer is uniformity, consistency; the last loaf at the end of the run is exactly the same as the first at the beginning of the run. Human error is all but eliminated.
3. Because the high degree of production control realizable on the Dö-Maker results in operational savings amounting to an average of 35¢ per 100 lb. dough produced. These savings stem from several sources:

EDITOR'S NOTE—Mr. Spooner is sales manager of the Baker Process Co., division of Wallace & Tiernan, Inc., Belleville, N.J. His report was presented before the wholesale bread branch session of the American Bakers Assn. convention in Chicago. In the presentation, Mr. Spooner used a film of the process and an actual demonstration of products.

Reduction of labor (only two men are required through the point where the dough is panned); extreme accuracy of scaling (each loaf is scaled within plus or minus grams—absolutely no dough is given away), and higher absorption in the elimination of trough grease and dusting flour.

4. Because continuous mixing equipment is the most sanitary equipment now being installed in your bakeries; it is sanitary and downright attractive. Some bakers have built unusually fine public relations programs around their installations.
5. Because the many systems installed within recent months have been under-girded by sound, basic

How Many Continuous Mixing Units Are in Operation?

Four Years Ago There Were
2 Units
Three Years Ago There Were
5 Units
Two Years Ago There Were
10 Units
One Year Ago There Were
21 Units

research from the point where the flour is milled until the fermented and mixed dough is in the pan. The application of our basic research, applied research, bakery engineering and production experience has been the underlying factor in the success of each installation. As of Jan. 1, 1959, this know-how and ability is supplemented by the experience gained from the production of over 320 million pounds of continuous mix dough.

Perhaps the question we are most frequently asked is this: "How much production is required to justify a continuous mix installation?"

Our experience has shown that there is no hard and fast rule. Much depends on local market conditions and the bakers' plans for growth. At one end of the production spectrum there are operating Dö-Makers in plants where production exceeds 500,000 lb. week; at the other end we have one installation producing a weekly volume of 75,000 lb., another producing 60,000 lb. week. These two extremes represent production rates from a low of 32 one pound baked units per minute for the smaller producer to a high of

WHY NOT PROTECT THAT FRESHNESS WITH A RE-CLOSABLE PACKAGE?

LET YOUR CUSTOMERS ENJOY THAT OVEN-FRESH FLAVOR TO THE VERY LAST SLICE.



Write for Literature and Samples

- Kwik Lok Stock Design Closure-Labels.
- Kwik Lok Assorted Color Closures for Code-Dating.
- Vu-All Plastic Bags.
- Combination Units That Include All Necessary Packaging Supplies.

IT TAKES JUST A TWIST OF THE BAG NECK AND A SNAP OF THE FINGERS TO OPEN OR CLOSE ANY KWIK LOK'D PACKAGE. BREAD THAT IS "OVEN FRESH" MONDAY IS "TABLE FRESH" WEDNESDAY.

Kwik Lok Corp., Box 2098
Yakima, Washington

"Golden Loaf" That's Our Brand—
The Flour with the Doubt and Trouble left out
TENNANT & HOYT COMPANY
Lake City, Minn.

"DIAMOND D"
A High Grade Bakers' Spring Patent
Milled Under Laboratory Control
from Montana Spring Wheat
Sheridan Flouring Mills, Inc.
SHERIDAN, WYOMING

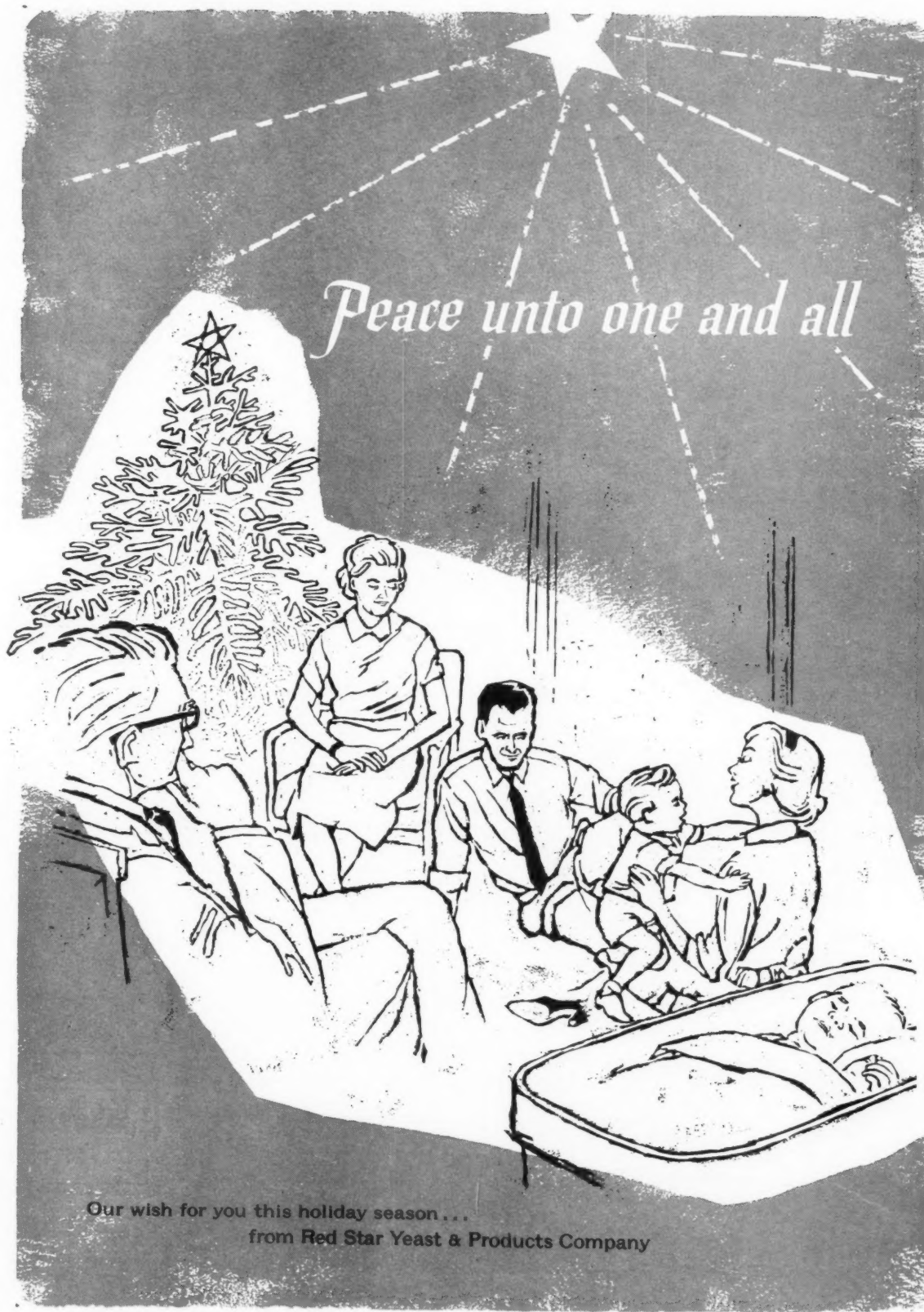
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BROWN'S HUNGARIAN
America's Premier Cake Flour
BROWN'S HUNGARIAN CORPORATION
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Experimental Baking and Decorating Included
Scholarships Available—Write

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87 one-pound baked units per minute for the larger.

It has been said that there are two very controversial subjects that salesmen should avoid discussing: These are religion and politics. Sometimes we think there should be a third—bread flavor! Despite this, we would like to discuss what we feel is a contribution toward the control of flavor in continuous mix bread. Bakers have described the flavor of continuous mix bread in various ways: "Lack of flavor," "too bland," "not wheaty," "unconventional" are some of the descriptive terms that have been used. Realizing this to be a real objection, the research facilities of Wallace & Tiernan, Inc., have developed an on-going program of flavor research.

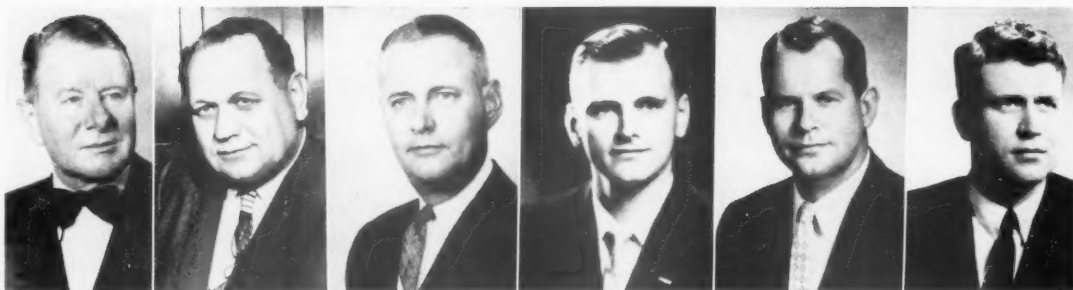
—BREAD IS THE STAFF OF LIFE—

Bakers Appoint Convention Chairmen

DENVER — Committee chairmen for the 1960 convention of the Rocky Mountain Bakers Assn., to be held April 22-24 at the Continental Hotel here, have been announced.

L. D. Click, Rainbo Baking Co., will head the program for wholesalers; John Weisz, Weiss Bakery, will head the retail program, while Fred Linsenmaier, Linsenmaier Bakery Service, will head the hotel and arrangements committee.

C. J. Downing, Old Homestead Bread Co., is chairman of the nominating committee; Robert Lines, Anheuser-Busch, Inc., entertainment; Douglas Cox, Continental Paper Products, publicity; C. R. Storaasli, Corn Products Co., attendance and membership. Mr. Lines will head the golf committee and Mrs. Lines the ladies committee.



E. F. Burch

E. F. Chambless

A. J. Brown

Paul Schulze III

I. L. Bielenberg

D. F. Chambless

MAJOR CHANGES ANNOUNCED—Schulz & Burch Biscuit Co., Chicago, at its annual stockholders meeting, announced a number of major organizational changes. Elected to the board of directors for one year terms were: E. F. Burch, E. F. Chambless, A. J. Brown, Paul Schulze III, D. F. Chambless, E. F. Martin, P. L. Hovis, H. S. Burch, R. G. Schulze and I. L. Bielenberg. At the board of directors meeting which followed, company officers were elected for one year terms. E. F. Burch was re-elected chairman of the board; E. F. Chambless chair-

man of the executive committee, Mr. Brown as president and treasurer, Paul Schulze III as executive vice president and secretary, D. F. Chambless assistant vice president (reelected), Mr. Bielenberg assistant vice president, and H. S. Burch assistant treasurer. The board also created an executive committee consisting of E. F. Chambless, E. F. Burch and Paul Schulze III. Elected to the management committee were Mr. Brown, Paul Schulze III, D. F. Chambless and Mr. Bielenberg. Subsequently, the management committee appointed Paul Schulze III as director of marketing.

Chemists Discuss Consumer Cereal Testing Methods

NEW YORK — Henry Brenner, president of the Home Testing Institute, Inc., addressed the New York Section, American Association of Cereal Chemists recently. Mr. Brenner's subject was "Methods of Evaluating the Consumer Acceptance of Cereal Products."

He noted that there are two methods of comparison which are usually employed in market research: the "paired comparison" technique where product "A" is evaluated by checking

directly against product "B," and a second method involving the use of comparable groups of people in which product "A" is assigned to one group and product "B" to the other. A questionnaire accompanies each product sample and it is through the reported answers that the evaluation is made. The interpretation of the results, according to Mr. Brenner, is the key to successful market research. Mr. Brenner answered audience questions both during and after his presentation.

The next meeting of the New York Section will be held Dec. 8 at the Brass Rail Restaurant. The topic will be "Liquid Sweeteners" which will be presented by Herman Sausselle, Jr., manager of market development, Liquid Sweetener Corp., Anheuser-Busch, Inc., St. Louis.

—BREAD IS THE STAFF OF LIFE—

Canadian Grocery Association Formed

TORONTO—After several months of study by a steering committee, a new trade association, Grocery Products Manufacturers of Canada, was formed by representatives of the industry at a recent meeting in Toronto.

The chairman will be L. A. Miller, president of General Foods, Ltd., Toronto, while the vice president will be James G. Wharry, president, the Quaker Oats Co. of Canada Ltd., Peterborough. The office of president will be a salaried position and will be filled later. Seventeen executives from the industry have been elected to the board of directors.

Among the objects of the new association are the following: Promote in legitimate ways the welfare of firms manufacturing products primarily distributed through grocery outlets; improve methods in production and distribution of grocery products; collect and distribute data, and provide a forum for exchange of operating experiences, and work with government agencies in development and enforcement of laws and regulations protecting the health and welfare of the public.

GMI Pays Dividend

MINNEAPOLIS—The board of directors of General Mills, Inc., has declared a quarterly dividend of \$1.25 per share on General Mills 5% preferred stock payable Jan. 1, 1960, to stockholders of record Dec. 10. This is the 81st consecutive quarterly dividend on General Mills, Inc., 5% preferred stock.

—BREAD IS THE STAFF OF LIFE—

EXPANSION PLANNED

OGDEN, UTAH—Fred A. Kuhlmann, manager of Continental Baking Co. here, said construction is expected to start soon on a modern garage to house the firm's fleet of trucks. It will be built on a 99x82.5-ft. lot purchased in 1937 for \$42,500, and is expected to be completed by Feb. 1. The firm has completed tearing down the old building on the property.

Uniformity

the priceless quality in flour

yours always with . . .

Acme-Evans Flours

ANGELITE—cake flour

COOKIE KING—cookie and dough-up flour

CRACKER KING—cracker sponge flour

GRAHAM KING—100% soft wheat graham

PASTRY KING—low viscosity flour



Progressive Milling Since 1821

ACME-EVANS COMPANY, INC., INDIANAPOLIS 9, IND.

DIXIE LILY

Plain and Self-Rising

A Flour Without Equal Anywhere

BUHLER MILLS, INC.

- Mill & Gen. Offices, Buhler, Kansas
- Southern Regional Office, 3387 Poplar Ave., Memphis 11, Tenn.

CAHOKIA FLOUR CO.

ST. LOUIS, MO.

Michigan Soft Wheat Millers Since 1858

DOWAGIAC MILLING COMPANY

MANUFACTURERS OF FINEST MICHIGAN SOFT WHEAT PIE AND COOKIE FLOURS

DOWAGIAC, MICHIGAN

Phone: State 2-5588

"ROCK RIVER" RYE "BLODGETT'S" RYE "OLD TIMES" BUCKWHEAT

All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin

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Peak Performance backed by Superior Service
PIKES PEAK
BAKERY FLOURS



The COLORADO MILLING & ELEVATOR CO.
General Offices: DENVER, COLORADO

LA PLATA PEAK
COLORADO ROCKIES

'Silent Shopper' Survey in Phoenix Reveals Bakery Sales Girl Champion

DEPARTMENT stores have for years made use of "silent shoppers" whose job it is to appear as "customers" in every department in the store, turning in reports on the selling efficiency, need for training, and other personal observations about the departments concerned.

This gave the membership of the Arizona Master Retail Bakers Assn., with headquarters in Phoenix, a

thoroughly workable idea. Why not use the same idea to determine areas of improvement for retail bakeries?

So the group set up a "silent shopper" program among all member bakeries. An experienced woman versed in exactly this type of survey shopping was hired. She was given a list of 21 bakeries and told to shop each one, exactly as a typical housewife.

The survey was carried out for several weeks, with each bake shop visited at least twice, once before noon, and during mid-afternoon. In each instance the shopper asked for a common item, usually a staple of the bakery involved, and simply reported on results which the salesperson achieved.

Going in for a loaf of egg bread, for example, the shopper gave the salesperson every opportunity to suggest cake, pie, rolls, cookies and specialties. Then, after making her purchase, the "shopper" filled out a complete report on the visit.

With Larry Hayden, secretary of the Arizona association, assaying the results, this survey produced a hands-down winner. She was Mary Zucel, a long-time employee of Eric Westerberg, at the Mrs. Westerberg Fine Pastry Shop in Phoenix.

Mrs. Zucel won the title because she was cheery in greeting the shopper, because she took time to point out and suggest several specials, gave helpful suggestions to the shopper for sandwiches, for serving baked foods as desserts, and otherwise made every possible effort to increase her sales unit.

The Westerberg bakery employee was scored on precisely the same basis as each of the others. Knowledge of selling techniques, personal appearance, the ability to impress the customer with over-all efficiency of the bakery, and her immediate selling efforts were all weighed factors.

All of the bakeries were, at the same time, given points for the amount of thought which went into display windows and display cases, the over-all atmosphere of the bakery, and related points. When the association announced the winner, at a dinner for the 21 member bakeries, reports which the "silent shopper" had written on each bakery went to the owners, to be studied for improvements in their own shops.

Results Reported

Meeting over a banquet table and discussing the end result of the survey, the bakers were appreciative of the fact that salesgirls were selling more dollars-and-cents in unit sales to every customer than is true of most bakeries elsewhere; that the girls, for the most part, were inclined to use personalized selling methods wherever time permitted, and that displays, from the most simple to the most elaborate, evoked enthusiasm on the part of the "shopper."

There were no bake shops described in unflattering terms, not because the shopper was reluctant to "hurt anyone's feelings," but because the program actually did not turn up anyone remiss in the all-important matter of pleasing customers. This survey, without fanfare or any advance notice, is to become a yearly project for the Arizona Master Retail Bakers Assn., with stress on "maintaining a prize winning bakery the year around."

—BREAD IS THE STAFF OF LIFE—

South Florida Bakers Announce Officers

MIAMI — Bert Frieids, general manager of Royal Baking Co., has been reelected president of the South Florida Bakers Assn.

William Weiss, owner of Papier's Bake Shop, has been elected retail vice president; Jodean P. Cash, president of Fuch's Baking Co., wholesale vice president; Charles F. Kinder, area manager for Standard Brands, Inc., was reelected secretary-treasurer.

Three year directors are Anthony Wise, Josef's Bakery, and Dick Hatcher, production manager of Royal Baking. Russell Knepp, general manager of Lady Fair, and Carl Aller, owner of Hibiscus Baking Co., are two year directors. Harry August, owner of August Brothers Bakery, and Ben McKnight, general manager of American Bakery, one year directors.

Allied board members are William North, salesman for Russell-Miller Milling Co., and Arthur Redmond, owner of the Arthur Redmond Co.

A PAGE FROM THE HISTORY OF BREAD MAKING



KNEADING DOUGH
BY THE OLD METHOD
(1884)

Baking

has come a long way
to achieve today's

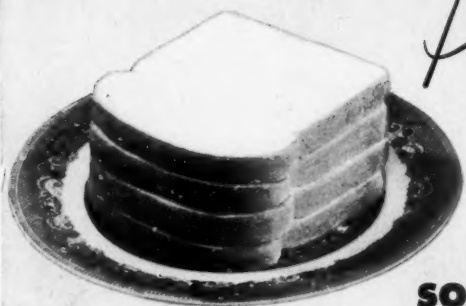
Preferred

WHITE BREAD

made with

Wytase
REG. U. S. PAT. OFF. DOUGH WHITENER

SOFTER • WHITER • BETTER FLAVOR



J. R. SHORT MILLING COMPANY, 20 North Wacker Drive, Chicago 6, Illinois

The Leading Bakers'
standbys since 1877

THE MORTEN MILLING COMPANY FAMILY OF OUTSTANDING FLOURS

A Division of Burrus Mills, Incorporated, Dallas, Texas



DRINKWATER

REGULAR, SEMI-SHORT



TEXAS BEST

SHORT PATENT



Sunny Texas

HI-GLUTEN



FRONTIER WHOLE WHEAT

MILLED FROM HIGH PROTEIN ALL-SPRING WHEAT



NU-DAY

WHOLE WHEAT

MILLED FROM ALL SOUTHWESTERN WHEATS

Merchandising Maniacs

Let's Tell 'em that Baked Foods Taste Good

By THOMAS H. FLOOD

Burny Brothers, Inc.

As presented before the Retail Branch Session
of the American Bakers Association Convention

If there is any expectation among you that you're going to have some merchandising gems of great price scattered about with a lavish hand, you've been shamefully deceived. I haven't got 'em!

All I've got is an ardent plea for a return to some merchandising fundamentals.

Pick up a magazine or a newspaper; take a gander at the billboards as you speed along bumper to bumper behind 300 horses; listen to the TV or radio commercials if you have the stomach for it. What do you find? Scarcely a product today is being merchandised on its merits as a product!

It has to be disguised behind a gimmick—no one will buy anything unless they're given the opportunity to win a free trip to the moon; a rubber plantation in Madagascar; a lifetime's supply of corn plasters; two weeks' vacation on the upper reaches of the Nile. Look at your home mail—I'll guarantee that on occasions, over half of it is made up of coupons good for anything from deodorized toothpicks to 10¢ off on a can of homogenized catnip!

You want to know why business is off, if you find it so? Because people are so busy writing their name and address on little slips of paper and hunting for the box to drop them in, they haven't got time to shop!

Now, what has all this to do with the baking industry in general and the retail baker in particular?

Well, unfortunately some of this merchandising mania has slopped over on us. Consumers are asked to buy our product because it's twisted from left to right; baked at a 45° angle; cooled only when the wind is north by north-east; iced with one of Rembrandt's old brushes, and wrapped in paper impregnated with asafetida to keep the germs out!

Some character comes out with one of these capers and we practically trample each other to death trying to get on the bandwagon. And if we don't get on, we get the screaming fantods paralyzed with fear that we're going to lose out to these merchandising maniacs!

All this is supposed to be great merchandising, and I say the hell with it!

And do you know what? So do the gals we call customers. They're singularly unimpressed. In fact, they're bored stiff. I'll go so far as to say we've

become so infatuated with our own cuteness that we've forgotten the customer altogether. Give her the trip to the moon; the rubber plantation in Madagascar or what have you and she'll come in droves to buy. In a pig's ear she will! It won't wash and we're just beginning to find it out the hard way.

Merchandising Like Wonder Drugs?

Gentlemen, the kind of merchandising I'm referring to is like the wonder drugs. Some folks are allergic to them completely but in any case "repeated use results in immunity!" After a while, it doesn't take effect anymore. Neither does merchandising mania and its practitioners are soon reduced to a mutual admiration society intent only upon outdoing each other in the slap-happy game of thinking up newer and funnier gimmicks!

The kind of merchandising I'm referring to doesn't build business; it merely provides a temporary stimulant, and when the jab wears off, we're right back where we started from, only more so!

Let's take a long, hard look at our merchandise and the basic reason why the majority of our customers buy it. Fundamentally, everyone eats for enjoyment. Superficially, they may say otherwise, but don't let it fool you! Sure there's a minority that insist they've got to have their bread syringed with whortleberry juice—I say let the merchandising maniacs have them! Then there's the element that flies around from store to store whither the gimmick, the giveaway, the coupon listeth. Don't let all this agitation get you. I say, let the merchandising maniacs pour out their dough. When the dust has settled and the scales are balanced, whatever increase there may be in sales will be almost wholly offset by the cost of getting them and the good-time Charlie's off to see what the next free-spender has to offer.

Gentlemen, when you come right down to it, the only sound reason under the sun why people buy your products and ours is because they taste good!

Impress Them Again and Again

Why not tell our customers just that? Why not search for ways and means to impress that fact upon them again and again? New ways, different ways, it is true, but always driving home the thought that baked foods taste good. Let's use our advertising and merchandising brains, methods, and media to spread the gospel that our merchandise tastes good. Let's leave the whoop-de-do and the three-ringed circuses to the guys who can afford to have ulcers! We don't need gimmicks, we don't need to offer the world with a fence around it. It's about time we quit apologizing for our merchandise and start selling it for what it is—a delicious product made to be eaten and enjoyed. There's nothing to be ashamed of in that! You don't have to hide it behind a gimmick! Tell her straight out, "This is a chocolate cake and it tastes good!" "This is an apple pie and it tastes good!" She doesn't care two hoots in the hot place if you stood on your head in the corner practicing yogi while the cake baked.

She couldn't care less if the apples were picked by the light of the moon and sprayed with sputnik fumes. You don't have to give her a pair of earrings made from the eyeballs of a three-toed sloth!

Put your customer's mind back where it belongs—on your product and why she's buying it—because it tastes good!

And when she comes back again and again because it "does" taste good, you'll be full of beans and itching to get back there into the shop and make it even better!

And do you know what? You will, too!

Help Fight TB



Use Christmas Seals

Evans Milling Co., Inc.

INDIANAPOLIS, IND., U. S. A.

Manufacture Kilo-Dried
DEGERMINATED CORN PRODUCTS

Capacity, 16,000 Bushels

for ALL your flour...

SPRING.. HARD WINTER.. SOFT WHEAT

THE BEARDSTOWN MILLS
COMPANY
BEARDSTOWN, ILLINOIS

RUNCIMAN MILLING CO.

SUCCESSORS TO JONATHAN HALE & SONS, Inc.

MANUFACTURERS OF FINEST
MICHIGAN SOFT WHEAT FLOURS
Plain and Self-Rising
IONIA, MICH. PHONE 65
Since 1856

Exceptional Bakery Flours NO-RISK EX-HI NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS

Capacity 4,000 Cwts. Daily

Grain Storage 4,700,000 Bus.

Be Proud of Your Job
as we are of

Ours,
for

BREAD
IS THE
STAFF
OF LIFE



CONSOLIDATED FLOUR MILLS CO.
KANSAS' LARGEST INDEPENDENT MILLERS
WICHITA 1, KANSAS
IN THE HEART OF KANSAS

GRAIN STORAGE
2,706,500 BU.

CAPACITY
8500 CWTs DAILY

We said it before...we'll say it again,
"Another big year ahead!"



Russell-Miller
 MILLING CO.



OCCIDENT • AMERICAN BEAUTY • PRODUCER AND POWERFUL FLOURS

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1960



... Because every year more
 and more bakers are relying
 on the reputation and quality
 of Russell-Miller Flours.

Get your 1960 calendar from your Russell-Miller representative.

RUSSELL-MILLER Specialists in the milling of fine flours

Russell-Miller Milling Co., Minneapolis 15, Minnesota: Millers of Occident, American Beauty, Producer, Powerful and other superb Hard Spring, Hard Winter and Soft Wheat Bakery Flours.

Ringing the Baker's Doorbell

Floyd's Pastry Kitchens, **Madison, Wis.**, has leased space for its fourth retail outlet. Floyd J. Clifton, owner of the baking company, also said that his firm plans to have retail outlets in two new shopping centers to be opened in the Madison area.

The Swiss Bakery & Pastry Shop has been opened in the Midtown Shopping Center at **Albany, Ga.** The shop is owned and operated by Werner Ammann, a native of Switzerland.

A license has been issued by the Colorado state revenue department to C. C. Pohlman to do business as Snow White Bakery at 322 South Knox Court, **Denver**.

Orie W. Loback has received a license to do business as Angel Cream Donut Shop at 1468 Iola St., **Denver**.

Spudnut Shop, 102 East Beech St., **Lamar, Colo.**, has been licensed with Mildred McVey as owner.

Cakes From Home, Inc., 301 American National Bank Bldg., **Denver**, filed articles of incorporation to engage in the business of buying and selling pastries and other food products. Incorporators are Jordan Ginsburg, Chandler Caldwell, Margie Ginsburg and William L. Bromberg.

The **Arvada (Colo.) Bakery**, 5720 Wadsworth Ave., has been issued a new business license, with M. R. Booth as owner.

Catherine Clark's Brownberry Ovens of Southern California has leased a building of 20,000 sq. ft. in **Anaheim, Cal.**, an acquisition estimated to double the firm's baking capacity.

Svend Knudsen, a native of Denmark, recently took over ownership and operation of the **Manly (Iowa) Bakery**. Mr. Knudsen was formerly employed by the Brownie Bakery at Albert Lea, Minn.

Schwarz's Bakery and Coffee Bar has been opened in **Fessenden, N.D.** Harold Schwarz is the operator of the business.

Mr. and Mrs. Charles E. Heydon and their son, Bruce, have opened a bakery in **Green Lake, Wis.**, their third shop in the area. They have another bakery in Green Lake and one at Ripon, Wis.

The **Frazee (Minn.) Bakery** is now operated by Mr. and Mrs. William Collins and their son, Donald. The former owner was Robert House.

Mr. and Mrs. Walter Nelson of **Mellen, Wis.**, have purchased a building to which they will move their

bakery formerly housed in the Meives building.

Mrs. Evelyn Haushalter, operator of a bakery at Campbellsport, Wis., has taken over the management of Mom's Bakery at **Kewaskum, Wis.**

The bakery was operated formerly by Mrs. John Gruber with products supplied by the Campbellsport plant.

Paul Jensen has leased a building in **Stoughton, Wis.**, and will open a bakery in that community.

James Foss has announced the opening of his bakery at **Tomah, Wis.**

Purchase of the Martin Bakery at **Creston, Iowa**, has been announced. The new owner is Lynn Huff who formerly operated a bakery at Hamburg, Iowa. The former owners at Creston, Mr. and Mrs. Carl Y. Martin, are moving to Salt Lake City.

Mr. and Mrs. Joseph Wisner, Chicago, have purchased the Community

'SÓL ZIEMI' 'СОЛЬ ЗЕМЛИ'

(THE SALT OF THE EARTH)

Says U.S. State Department's Magazine America about Conrad Solomonson of Commander Larabee



From left are Conrad, Bruce, Mrs. Solomonson, Franklin (seated), Earl and Daryl.

Holding a lively family conference, Mr. & Mrs. Conrad Solomonson and their four boys admire the issue of *America* in which they appear. Printed in two languages—Russian and Polish—the magazine spreads word on life in the U.S. to people beyond the "Iron Curtain."

Searching for a family to use in telling the story of the city of Minneapolis, the eyes of *America's* editors fell on Conrad and his family. Liked and respected on the job and off, Conny has worked 31 of his 48 years for Commander Larabee and is maintenance superintendent of our Minneapolis flour mill. As a milling employee, he follows his father, Edward, 82, who came to this country from Sweden at the age of 3. His father helped build our Nokomis mill in 1914, and worked later for Commander Larabee himself in maintenance and in serving the city trade. "Conrad," says *America*, "is typical of the residents of the City of Water, which in its largest single ethnic group, includes Swedes, Norwegians, Finns, Danes and Icelanders..."



4 "... The oldest Solomonson son has worked a great deal for a 17-year-old... He puts aside money for college. He owns a 1952 Chevrolet automobile and a fourteen-foot runabout with a 30 horsepower motor."



5 "... Entertainment for Solomonsons includes the Minnesota State fair, an occasional trip to hear the Minneapolis Symphony orchestra, the Shrine circus, rarely the movies and often sporting events... Mrs. Solomonson also takes her children—and sometimes the neighborhood youngsters—on tours of manufacturing plants and civic buildings. 'I call them educational tours,' she said."



Bakery, **Plymouth, Ind.**, from Mr. and Mrs. Louis Schmeltz.

Gadoury's Bakery, **Dudley, Mass.**, has been granted a Small Business Administration loan in the amount of \$5,000.

Spaulding Bakeries, Inc., Binghamton, N.Y., has announced plans to construct a baking plant at **Hazleton, Pa.** The new plant is expected to provide Spaulding with substantially increased production capabilities.

ties. It also operates bakeries in Middletown and Binghamton.

The Cake Bakery has opened in the Charlottetown Mall, a new shopping center at **Charlotte, N.C.**

Ideal Bakery, Inc., **Jackson, Ohio**, has started construction of a 6,000 sq. ft. addition to its plant, expected to more than double production facilities. Raymond Miller is manager

of the bakery. New facilities will be provided for parking and loading of trucks, along with a parking area for patrons and employees.

Mr. and Mrs. George Lucas, Port Washington, Wis., have undertaken the construction of a building at **Grafton, Wis.**, to house a new Port Bakery. Plans call for completion early in December. Other Port bakeries are in Cedarburg, Port Washington and Thiensville, Wis.



"ARBABIES"—The Associated Retail Bakers of America has started its series of promotional reminders about the 1960 Milwaukee convention which will be held May 22-25. This convention will be heralded regularly with a series of "ARBABIES" designed to keep the convention dates firmly fixed in the minds of bakers and allied tradesmen across the country.

Brolite Expansion

CHICAGO—W. E. Dawson, general sales manager of the Brolite Co., has announced that the Southeastern office has moved to bigger offices and warehouse quarters because of expanding sales volume. Williard A. Anderson, Southeastern divisional manager, continues to head the office now at its new location, 1016 Monroe Drive N.E., Atlanta.

USE OF EGG SOLIDS

NEW YORK—Production of egg solids in the U.S. and Canada will hit 46 million pounds in 1959 compared with 25 million pounds in 1958, according to the latest projection of Henningsen Foods, Inc., major U.S. producer. In terms of shell eggs processed, the 1959 total involves the breaking and drying of 165.6 million eggs. According to Henningsen sales figures, a major factor in increased demand for egg solids is acceptance by the baking industry. Henningsen estimates that the baking industry currently is using 20% of its eggs in solid form compared with approximately 1% five years ago.

ILLINOIS BAKERY IN BUSINESS 50 YEARS

MORTON, ILL.—Carl F. Miller, owner of Miller's Bakery here, recently observed the completion of 50 years of business with a two-day open house. Mr. Miller started his career with the firm in 1909 under Charles Wurst, who opened the Palace Bakery and Restaurant in 1900. Bread at that time sold for 5¢ lb. loaf or six loaves for 25¢. With baking done at night, kerosene lamps were used after electric service was curtailed at midnight. Cords of wood were used to heat the oven. After Mr. Wurst's death in 1939, Mr. Miller became the owner, continuing the firm name of Wurst-Miller until his son, Gene, became a partner in 1954. At that time the name was changed to Miller's Bakery. The shop has been enlarged four times to keep up with expansion, including the latest changes involving remodeling of the front entranceway.

1 "One of the Solomonson family projects is the house in which they live . . . Conrad literally raised the roof, adding two more bedrooms and now is building a family room and doing some remodeling, including oak paneling in the living room."

2 "... Religion is an integral part of the Solomonson plan. They walk every Sunday—seven blocks—to Our Redeemer Lutheran church. The boys go to services, Sunday School, confirmation class and Junior League."

3 "... Mother Solomonson believes that a boy's life cannot be complete without music. Bruce, Daryl and Earl all learned piano. Bruce played cornet in the junior high band three years. Daryl plays the clarinet in the school band and Earl plays violin and banjo."



"And thus you have the Solomonson family," concludes the article, "a family that relatively few people in their own home town ever have met. It's a family probably best described by a long-time friend, Judge Thomas Tallakson of the Juvenile Division, Hennepin County District Court:

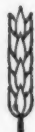
"Their whole life is built around the family, the home, the cottage. Everything is planned for expansion as the boys grow.

"They are the salt of the earth. If children could choose what family they would like to be born into . . . they couldn't pick a better one than the Solomonsons."

* * *

We are proud of the Solomonsons, too, especially since Conrad is one of the many, many fine folks who help make Commander Larabee better to buy from.

COMMANDER LARABEE



First in Bakery Flours!

A DIVISION OF ARCHER-DANIELS-MIDLAND • MINNEAPOLIS

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Minnesota symphony sporting sometimes g plants said."

Pre-Planning

The Key to Bakery Modernization

By EVERT KINDSTRAND

IN modernizing, many bakeries today are concerned with two problems: (1) Either "trimming off the fat" to place plants on a more efficient basis, or (2) increasing production and plant facilities to focus on an expanding market.

Overcoming these problems means updating. It means modifying bakery layouts, replacing equipment or

pushing out plant walls for more capacity.

Whatever the problem, changes should be made only after a fair degree of pre-planning—evaluating what you should have in terms of production and efficiency, whether present facilities are flexible enough for modification—to make the most of capital outlays.

In evaluating, a simple rule to remember first is that "each unit of equipment should exceed the preceding unit in the maximum number of dough pieces, or bread loaves that it can handle per minute."

For example, the bread cooler should be able to accommodate a larger number of loaves per unit of time than the production rate

EDITOR'S NOTE: Mr. Kindstrand is with the Food Machinery Division of Baker Perkins, Inc., Saginaw, Mich.

through the oven. The depanner should also have greater capacity than the normal operating rate of the oven. Without this capacity margin, you can readily visualize what would happen in an automatic operation, if the bake time has to be decreased momentarily.

However, to get an over-all view of the total investment involved to handle a modernization program, it is necessary first to total up the cost of the plant in its present condition, plus the cost of relocating existing units, installation of new equipment, and the additional storage, make-up, finishing and distribution areas needed to handle the projected increased production.

To do the job properly, the entire program should be reviewed to determine whether full advantage is being taken of the equipment potentialities.

One way to do this is to prepare a layout of the bakery to scale, showing all walls, partitions and beams, in both the old and new areas. By means of cardboard cut-outs scaled to exact size of the machinery, it is then possible to try all sorts of arrangements within confines of the layout. Once a decision is made as to the exact location of the equipment, the cut-outs then can be mounted permanently onto the layout.

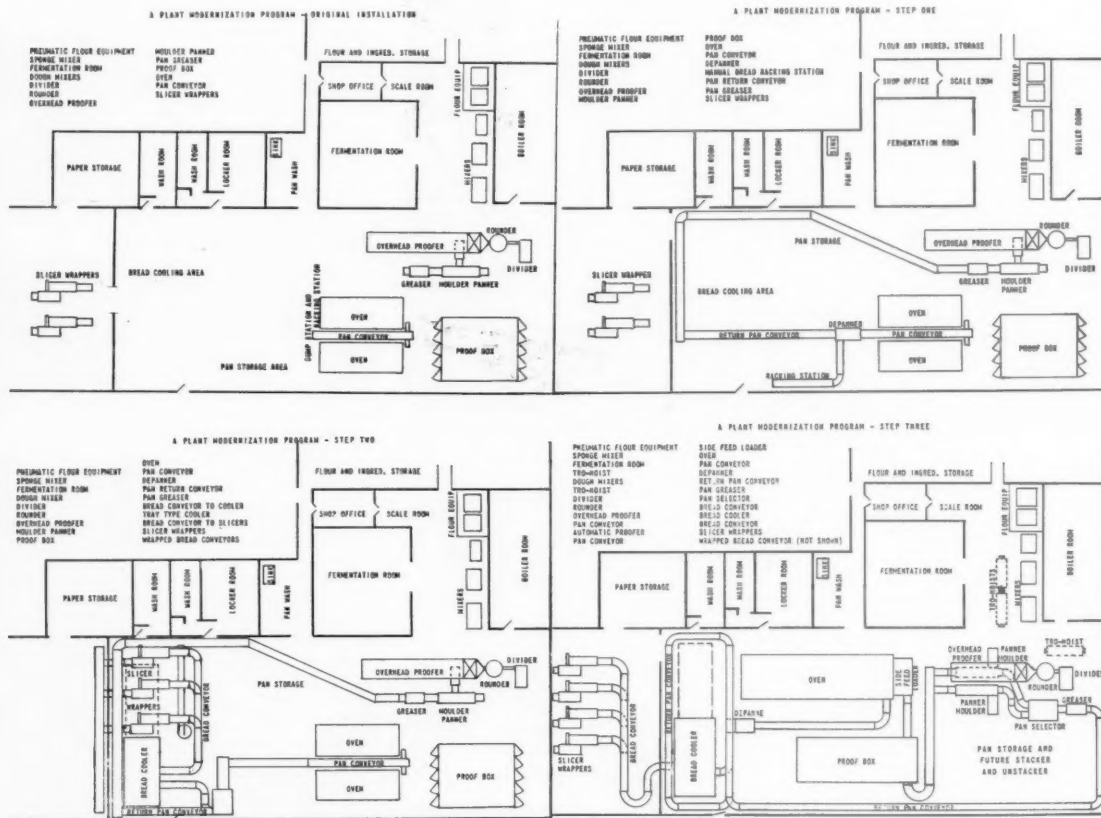
Typical Layouts

The four accompanying plant layout drawings are typical bakery layouts showing a plant modernization program in effect. They indicate one approach possible—a relatively simple one—that can be useful in modernizing.

The original installations (see diagram) contains the basic equipment necessary for operating a bakery. All is manually loaded and unloaded, with the exception of the rounder, overhead proofer and the moulder panner. The panned bread is placed on racks and put into the proof box, then into the oven. The bread is dumped by hand and placed on racks for cooling. The empty pans are put on trucks, returned to the areas of the moulder-panner after cooling.

The first drawing (see step 1), shows the same basic plant with the addition of a depanner and a return conveyor to dump the bread and return the pans to the greaser in front of the moulder panner. Not only does the installation of the depanner and return pan conveyor eliminate a difficult job, but it also cuts down the number of pans needed of each size, due to the lack of previously necessary cooling required for handling the hot pans. This layout has a bread racking station that greatly minimizes the job of racking bread for cooling.

Step 2 shows the plant rearranged to fully utilize a bread cooler and conveyor system that connects the slicer wrappers directly to the cooler and, with the conveyors on the out-



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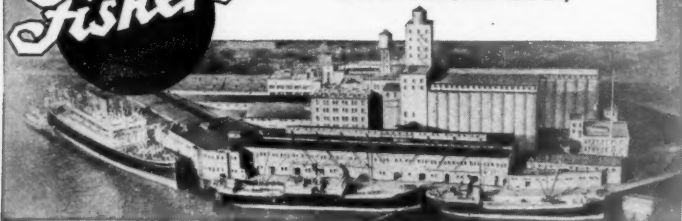
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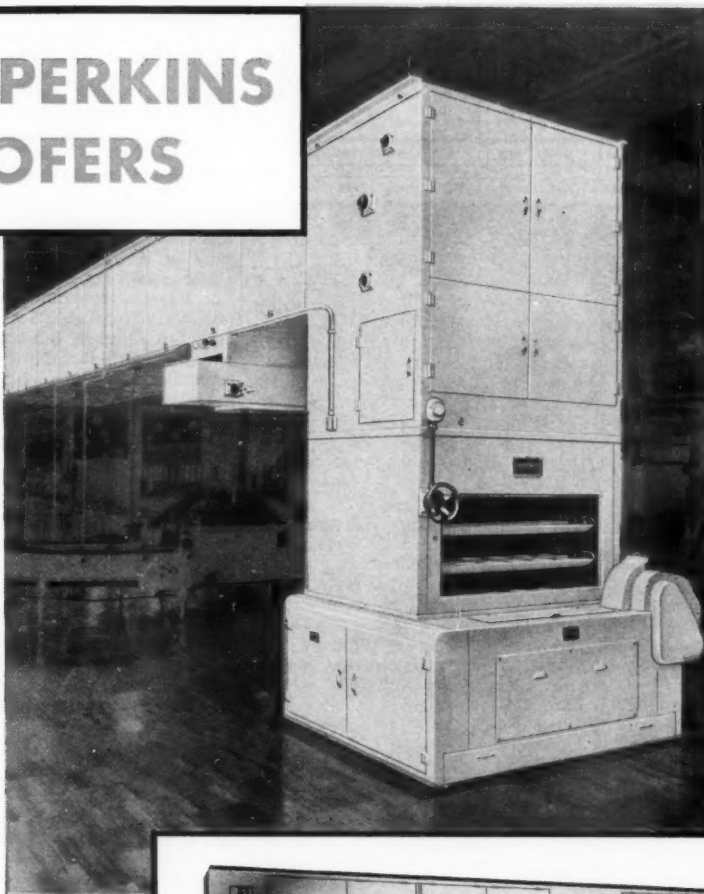
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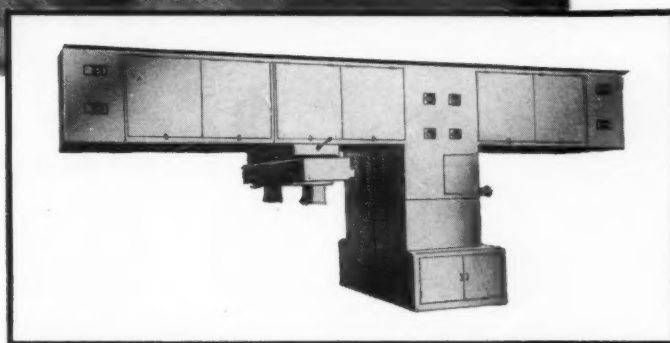
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378

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BAKER PERKINS INC.

SAGINAW, MICHIGAN

B • P EQUIPMENT COSTS LESS IN THE LONG RUN

CHART A
MANPOWER SAVINGS WITH ADDITION OF NEW AUTOMATIC EQUIPMENT
FOR BREAD PRODUCTION

PRODUCTION RATE OF 1 LB. LOAVES 1 HR.	2000	3000	4000	5000	6000	7000	8000	9000
I STANDARD EQUIPMENT	No. OF MEN REQUIRED	12 1/2	12 1/2	15	17	20	23	24
	No. OF 1 LB. LOAVES PER MAN PER HR.	160	240	266	294	300	348	375
II ADDITION OF DEPANNING PAN RETURN CONVEYOR	No. OF MEN REQUIRED	11 1/2	11 1/2	13	15	18	21	22
	No. OF 1 LB. LOAVES PER MAN PER HR.	174	261	308	313	333	381	409
III ADDITION OF COOLER, CONVEYORS TO SLICERS	No. OF MEN REQUIRED	9 1/2	9 1/2	11	12	15	17	18
	No. OF 1 LB. LOAVES PER MAN PER HR.	211	316	366	416	400	511	500
IV ADDITION OF PAN STACKER AND UNSTACKER	No. OF MEN REQUIRED	8 1/2	8 1/2	10	10	13	15	16
	No. OF 1 LB. LOAVES PER MAN PER HR.	235	352	400	500	462	533	563
V ADDITION OF FINAL PROOFER	No. OF MEN REQUIRED	6 1/2	6 1/2	8	8	9	11	12
	No. OF 1 LB. LOAVES PER MAN PER HR.	308	462	500	625	667	727	750

feed end of the slicer wrappers to convey the wrapped bread to the truck loading area, it definitely eliminates a traffic problem that existed.

Step 3 has further been re-arranged to use an automatic proof box, a new oven with a side feed loader, and a conveyor system from the moulder panners to the proof box. Note, with the installation of this equipment, that the bread is not handled at any time by the bakery personnel from the time it leaves the mixer till it is ready to be placed in the truck in the truck loading area. Two hoists have been installed to further increase the efficiency of the other personnel.

The big advantage of such layouts is to help visualize how the new plant will look after each phase of the

modernization program.

Also, it is frequently possible, by further examination, to relocate a machine or add a short conveyor to increase production per man, or perhaps eliminate a manual operation completely and bring about a better utilization of available manpower.

Estimate Savings

One should then estimate the savings that are realized as a result of the increased production per man. This figure will be offset somewhat by the increased cost of maintenance of the automatic equipment. However, there is no doubt that if the program is given sufficient thought and planning, the savings will greatly exceed the increased cost of maintenance. To do this, it is absolutely necessary that an efficient preventive

maintenance program is followed.

Chart A shows approximate manpower savings with the installation of the various pieces of equipment necessary for complete automation of a bakery as we know it today.

There are, of course, savings that result from the installation of modern equipment that cannot be readily expressed in terms of dollars and cents. Some of these so-called hidden savings include a noticeable improvement in the uniformity of the final product, reduced pan maintenance, and an increase in the number of releases obtained from glazed pans as a result of more gentle pan handling and of better pan storage.

Having accumulated all the production data indicated, and having made the various decisions as to the kind of new machinery to be purchased, the rearrangement of production lines in the plant, the amount of possible additional space required for make-up, storage, finishing and shipping, the period over which the modernization program is to extend, there remains the final step—implementation of the program.

Here the basic problem is planning of the sequence in which the various changes are to be carried out. This is important if the plant is to continue in operation, with a minimum amount of confusing and costly interruptions.

The most logical place to start after construction of the required additional area would be with the oven. If any increase in production is anticipated, or if it is planned to install such equipment as a depanner, automatic bread cooler and conveyors, one of the prerequisites is to have a modern oven.

A modern oven can operate a great deal under its rated capacity without, in any way, impairing the quality of the baked product.

Best Procedure

After the oven installation, the best procedure is to work toward the shipping room by installing the depanner, automatic bread cooler and conveying system from the cooler direct to the slicer-wrappers and, from the wrapper, to the truck loading stations.

After this phase, start at the oven again, and go the other way toward the make-up end by adding a pan return conveyor, increasing the size of the present proofer or installing an automatic steam proofer, adding flour handling equipment, increasing the number or sizes of the mixers, increasing the fermentation area, and bringing the capacity of the divider and overhead proofer into line with the increased production rate.

—BREAD IS THE STAFF OF LIFE—

Club Hears Address On Cake Mixers

MILWAUKEE — Jack Maas, field service technician for Syko Engineering Co., addressed the November meeting of the Wisconsin Bakers Production Club on new developments in aerated cake mixers.

Mr. Maas gave emphasis to an explanation of the new air pressure Whisk Cake Mixer, following his presentation with an open discussion. After his talk, the club conducted a discussion of such problems as using a central vacuum system and getting different doughs from the same mixer with different operators.

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FDA Classifies Additives to Foods From Information Supplied by ABA

CHICAGO—The American Bakers Assn.—in reply to its efforts to obtain information on ingredients subject to the food additives amendment—has received a review and comment on more than 80 ingredients from the Food and Drug Administration. The reply to ABA's query classified substances into three categories, (1) Those generally recognized as safe, (2) those FDA believes will require food additive regulations, and (3) those on which information is insufficient to offer authoritative comment.

Earlier this year ABA sent questionnaires to a cross-section of its membership to find out what ingredients were being used by bakers that might be subject to the food additives provisions of the food and drug act. After tabulation, the ingredients reported were submitted to FDA for review and comment.

In order that bakers may have an official notice of the status of specific ingredients, ABA has reproduced for members in full the text of a letter received from John L. Harvey, deputy commissioner of FDA. It is recognized that the list did not include all ingredients used by the baking industry; any not covered will have to be submitted to FDA later.

Three Groups

From the letter, the ingredients are divided into three groups. The first group is given clearance as to safety and no further review is necessary under the food additive amendment. Group 2 must receive FDA approval not later than March 5, 1960. If not approved by that date as being safe for their intended use in food, they may no longer be shipped in interstate commerce or used in products which move in interstate commerce. The manufacturer of these ingredients must submit a formal petition for their approval.

Group 3 ingredients could not be placed in either of the first two groups because ABA was unable to give FDA a more complete breakdown of their ingredients. Unquestionably, some of these would have qualified for group 1, while others will need the approval required for group 2 ingredients. Bakers who use any of these products should inform their suppliers that they must be cleared with FDA by March 5, or else the baker provided by that date with a warranty or certification that they contain nothing but ingredients classified as "generally recognized as safe." Without such assurances after March 5, 1960, bakers will be exposing themselves to serious risk of violation of the federal Food and Drug Law.

The text of Commissioner Harvey's letter, addressed to Joseph Creed, ABA's general counsel, states that FDA has "given extensive consideration to the list of substances used in the baking industry as outlined in your (ABA's) survey. From the standpoint of the food additives amendment to the Federal Food, Drug and Cosmetic Act, we feel that these items fall into three categories" (Mr. Harvey then listed the substances by categories):

Substances generally recognized as safe:
Sodium aluminum sulfate, sorbic acid, monodiglycerides, sodium benzoate, mono sodium phosphate, sodium diacetate, carotene, guar gum, sodium pectate, diacetyl, sodium sulfite, diacetyl tartaric ester of monoglycerides, algin, brewers yeast, sodium pyrophosphate, mono-

calcium phosphate, calcium lactate, starch (corn), waxy maize starch (natural), propylene glycol, ethyl alcohol, glycerine, gum Arabic, acetic acid, calcium carbonate, sodium propionate, calcium propionate, sodium bicarbonate, cream of tartar (potassium acid tartrate), citric acid, monosodium glutamate, sodium bisulfite, phosphoric acid, tricalcium phosphate, agar, sodium carboxymethyl cellulose (if of proper specifications), ammonium bicarbonate, lecithin, lactic acid, butyric acid, vanillin, ethyl vanillin, methyl cellulose.

Substances for which we (FDA) believe food additive regulations will be required:

Polyoxyethylene (8)-mono-stearate, sorbitan monostearate, polyoxyethylene-sorbitan monostearate, fumaric acid, mineral oil, nitric acid treated flour, acetylated glycerol-mono-oleate, sodium tetra thiomate.

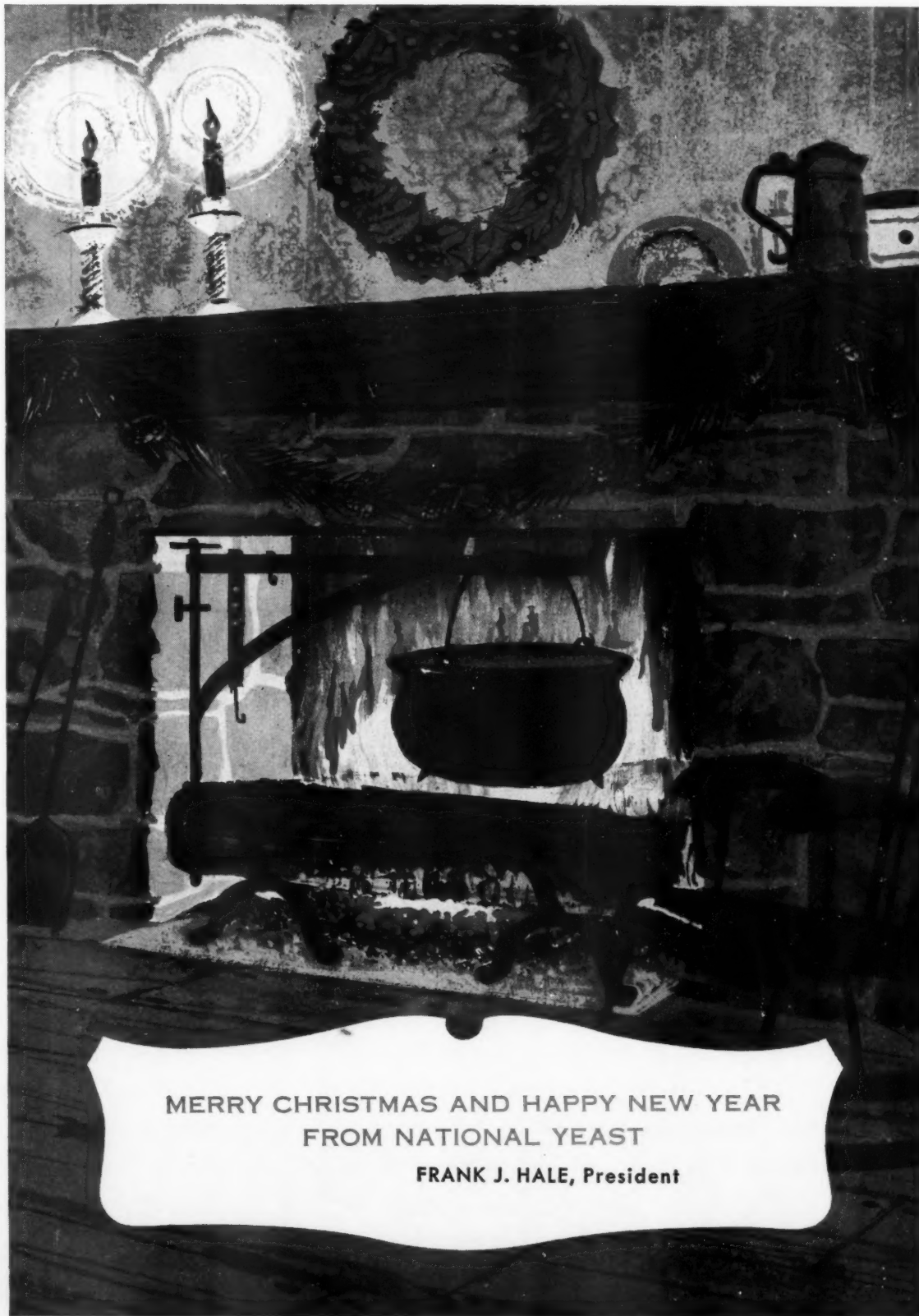
Substances on which we have insufficient information to offer authoritative comment (generally speaking, this results from the use of general terms and trade names):

Cottonseed meal (need manufacturing process), pro-flo, cinacoe, rum butter flavor, almond flavor, raspberry flavor, black walnut flavor, lemon emulsion, imitation strawberry flavor, aldehyde C 18, semi-terpeneless lemon, semi-terpeneless oil, imitation vanilla, imitation coconut flavor, imitation lemon oil, orange emulsion, maple emulsion, spice blend emulsion, artificial flavors, coffee cake emulsion, sweet dough flavor, chocolate flavor, almond emulsion, caramel flavor, maderia flavor concentrate, bitter almond flavor, imitation banana

flavor, antioxidant salt, orange flavor, imitation brandy flavor, brokay, mallet base, PB 24.

Commissioner Harvey concluded his report to ABA by stating that "any certified coal tar colors of the food, drug and cosmetic category are also regarded as acceptable as far as safety is concerned provided, of course, the certification of the particular color has not been cancelled."

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FRANK J. HALE, President

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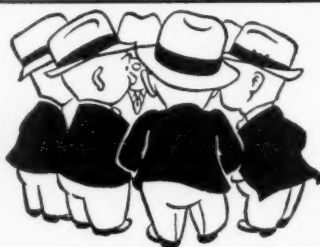
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BEST



TRADE PULSE

● Managers of bakeries for Continental Baking Co. at New Haven, Conn., and St. Louis recently exchanged positions. **William A. Von Der Ahe**, manager at 56 Goffe St. in New Haven, took over the managerial duties of **J. Gordon Woodworth**, formerly at 37 S. Vandeventer Ave. in St. Louis. Mr. Von Der Ahe, a native of St. Louis, joined Continental in 1946 as salesman in St. Louis, later holding the position of supervisor and sales manager. He was appointed manager of the New Haven bakery in February, 1957. Mr. Woodworth joined Continental in 1952 as salesman at its Jamaica, L.I., Wonder Bread bakery. He later was sales manager at the Bridgeport and Boston Wonder Bread bakeries, and became manager of the St. Louis plant in February, 1958.

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● At Chicago, **L. M. McAlvany** was elected a director of American Bakeries Co. at a meeting of the board of directors. Mr. McAlvany, vice president in charge of sales and advertising, will fill the vacancy created by the resignation of **C. Stuart Broeman**. Mr. McAlvany first became associated with the company in 1933 as a route salesman at Hamilton, Ohio, and successively became plant manager at Hamilton, Cincinnati and Brooklyn. He became a regional manager at Dallas in 1950, assistant to the president in 1957, and vice president in 1958.

● Keebler Biscuit Co. of Philadelphia recently announced three changes in its sales and marketing organizations. It has appointed **Paul T. Cook** to the position of general sales manager, according to an announcement by **John L. Lawver**, Keebler vice president in charge of sales. Mr. Cook joined Keebler in 1940 as a salesman in the Wilmington, Del., area, and later in the Salisbury, Md., area. In 1946, he was promoted to sales supervisor. Advanced to district sales manager in 1954, he served in that capacity until attaining his present position. Mr. Cook, who attended Temple University, and Muhlenberg College, Allentown, Pa., is a member of the Delmarva Grocery Manufacturers Representatives Assn. Keebler has appointed **George W. Tilford** district



Paul Cook

sales manager. Mr. Tilford joined Keebler as a salesman in 1936 and has subsequently served as sales supervisor and branch sales manager in Baltimore, Md., the position he held until receiving his present appointment. His new managerial responsibilities include the Middle Atlantic area covered by sales agencies in Philadelphia, Wilmington, Baltimore, Mechanicsburg, Salisbury and Alexandria. Prior to joining Keebler, he was associated with the sales department of Armour & Co. Mr. Tilford attend Johns Hopkins University and is a member of the Baltimore Grocery Manufacturers Representatives Assn.

Keebler has appointed **Edward A. Oberhuber** to the newly created position of marketing manager. Mr. Oberhuber joined the Keebler sales department in 1950 and subsequently served as manager of special sales, branch sales manager and district sales manager, the capacity in which he served until receiving his present appointment. Previously, he was associated with the sales departments of the C. F. Mueller Macaroni Co. and General Foods Corp.

● The appointment of **B. Myles Hamilton** to the position of assistant to the secretary-treasurer of General Bakers, Ltd., was announced at Toronto.

● At Parkersburg, Ohio, **Robert L. Storck**, general manager of Storck Baking Co., has been appointed as a director of the Parkersburg Chamber of Commerce. Mr. Storck is a past president of the chamber.

● The president of Berkshire (Conn.) Bakeries, **Raymond T. Iwanicki**, has received the Connecticut Bakers Assn. "Man of the Year" award for outstanding service to the state organization.

● Colonial Baking Co.'s sales manager at Nashville, **Buford E. Roberts**, has been named vice president and general sales manager of the Rainbo Baking Co. of Louisville and New Albany, Ky., successor to Grocers Baking Co.

● The General Baking Co. of Cleveland has announced the appointment of **Fred H. Dietzel** to the position of sales manager. Mr. Dietzel has been with General Baking 13 years, having started in 1947 as a driver salesman, successively becoming a supervisor and assistant to the sales manager.

● The Liberty Baking Co., Pittsburgh, has named **Karl E. Baur** as president and **S. S. Watters, Jr.**, as vice president. Mr. Baur was executive vice president the past four years, while Mr. Watters was sales manager of the wholesale division from 1954.

● Sutherland Paper Co. announces the following changes in personnel and territories within the sales department of the specialties division: Effective at once, **Albert L. Lee** assumes the duties of southern regional manager, a position formerly held by **Allan Sackerman**. Mr. Lee joined Sutherland in 1955 after several years experience as field salesman and manager in the paper industry. Effective Jan. 1, 1960, **George Thies** will occupy the newly created position of west coast regional manager. Mr. Thies is presently eastern regional manager for the specialties division. **Leonard Greenbaum** will take over the responsibilities of eastern regional manager, as of Jan. 1, 1960. Mr. Greenbaum, now assigned to the metropolitan New York mar-

ket, joined the Sutherland sales department in 1949.

● Caravan Products Co., Inc., Passaic, N.J., has announced the addition of **Lewis Schwartz** to its New York sales staff. In making the announcement, **William Weigan**, Caravan's eastern regional sales manager, commented, "Mr. Schwartz's 30 years' experience in the baking business, including stints as a lab technician, trouble-shooter and wholesale bakery manager, provide him with a background that will be extremely valuable in helping to solve the specialized marketing problems New York bakers face."

● Fisher Baking Co., Salt Lake City, has announced the appointment of **G. L. Cook**, as general sales manager for expansion of the sales of Famlee Bread in the area. **Louis J. Cozza** will continue as sales manager of the firm. Mr. Cook has been general manager the past 10 years of Kilpatrick Bakeries at San Francisco.

—BREAD IS THE STAFF OF LIFE—

Early Registration Advised for 1960 Classes at AIB

CHICAGO—The 1960 schedule for the American Institute School of Baking calls for nine classes to be given throughout the year. The two major 20-week courses in baking science and technology open Feb. 1 and Aug. 1; the course for allied men runs Jan. 4-15; the production management seminars, Feb. 21-March 4 and Sept. 18-30; the sales management seminars, March 20-April 1 and Oct. 1-14; bakery equipment maintenance, Sept. 12-17, and the course in bakery sanitation, Oct. 31-Nov. 5.

AIB's director of education, Dr. Robert W. English, reports that the subject matter remains the same in those areas that have met needs of the students, as shown in review critiques. Contents of courses for which new and additional information now is available will be adjusted to incorporate this material into the agenda of the several classes.

Applications now are being processed for all of the 1960 courses. It is urged that enrollment be made as soon as possible for the early classes of the new year, particularly the ones for allied personnel, Jan. 4 through Jan. 15, and the general course in baking science and technology, beginning Feb. 1. All inquiries should be addressed to Alpha Carlson, registrar, American Institute of Baking, 400 E. Ontario St., Chicago 11, Ill.

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Progress Through Knowledge; ASBE's Contribution

By H. Alvin Meyer

IT is a great pleasure and a privilege for me to have the opportunity of addressing you as president of the American Society of Bakery Engineers. Your association and our society have much in common. We both have outstanding secretaries who have contributed much to the

EDITOR'S NOTE—Mr. Meyer is president of the American Society of Bakery Engineers. His address was presented before the annual convention of the American Bakers Assn. in Chicago.

progress of the baking industry through their knowledge and dedication to it. At this time, I would like to recognize and to commend for a job well done, Victor E. Marx, American Society of Bakery Engineers, and Harold Fiedler, secretary to your own association.

Both of our organizations are dedi-

cated to the advancement and furtherance of our common institution—the baking industry. This is a vast undertaking, one that represents a constant challenge to each of us, whether we work in the fields of sales and merchandising, production, public relations, sanitation, maintenance, and any other of the many important facets of this complex and vital business.

ASBE concerns itself with that phase of our industry which affects production. We do not reach into the fields of distribution, public relations, sales promotion, and education as does the American Bakers Assn., but we recognize and respect the outstanding achievements that you have made in these and many other important spheres of action. Your theme for the current year, "Progress Through Knowledge," is an ambitious one, and in this ever changing world of ours, knowledge is not only necessary for progress, but actually for survival.

Webster defines progress as advancement; and knowledge as learning. So this theme really means that your aim is high and that you are trying to advance our industry by learning more about the production and distribution of baked foods that we sell. The goal for ASBE, the reason for its progress, yes and even its existence, has been knowledge—know-how of baking and production practices. Our field is one that must be approached with humility.

There is so much learning to be done because we are dealing with natural forces that have for centuries resisted scientific understanding. When you work with fermentation for example, you are working with a live force. A complex design executed by the creator—and we are only men. I was impressed by a comment made by one of the participants at our March meeting. He was speaking of fermentation enzymes, and mentioned that medical researchers have estimated that the human body makes use of some tens of thousands of enzymes systems in its daily functioning.

Lengthy Probe

Scientists have studied long and hard to probe these mysterious forces. They know a lot about a few of these enzymes and a little about others, but many thousands still remain unnamed and unexplored, even unsuspected, so complex is their reaction. A fermenting dough may not be as complex as a human body, but still it is a natural, living force that contains so many organisms and reacting bodies that we have thus far been able only to estimate the task. We have barely scratched the surface of knowledge and our progress has been slow. But we continue to search for the answers.

In 1924 I had the privilege of attending your own great school of baking and of being in the founders' meeting of ASBE. As a young man, I was deeply impressed by the small group of outstanding production men of our industry. I marveled at their dedication to the baking industry and to their desire for knowledge—not for personal gain, Mr. Bakery-Owner, but to further the progress of your business through knowledge. There are still further and greater desires on the part of individuals in the baking industry to increase their knowledge so that there will be a continuing and further progress.

This is verified by the fact that from that small beginning of 100, our membership continues to grow. After 35 years of active work, we now have over 3,000 members. This has been done without pressure of membership drives, or any special inducements except the actual knowledge which the members receive as a privilege of membership. This knowledge is assimilated mainly through our annual meetings—a work shop four days and two nights, a splendid opportunity for open discussion and a free exchange of ideas to bakery production.

Talks are given by leading bakery production men and by research specialists. This is all recorded, not reproduced in book form, and issued to our members only. These proceedings are indexed and acclaimed by production men all over the world as the most complete and up-to-date technical and practical know-how on baking that can be found anywhere.

If any of our members have a special problem, by taking advantage of our information service, they have the knowledge of the membership to work for them. Their problem is sent to two or three of our members

who have had the experience to help, and in a short time through this free exchange of experience, their problem is solved. Due to our non-commercialism policy, most of our members who attend our annual meeting, are seeking know-how. We do all we can to prevent commercialism in any way. We want our meeting to be a source of knowledge for your production men. Yes, our contribution to the progress of the baking industry.

Dedicated Service

We are dedicated to the science of baking as it applies to production. Production is all that we undertake, and believe me, gentlemen, that is enough for one body to handle. We have seen and admired the fine work that your group has accomplished in education, in sales promotion, in public relations and in all other phases of baking practice that fall within your scope. As in the field of production, there still remains a tremendous amount of work to be done.

We see encroachments and assaults from other competing food industries on every side, all seeking to win from us our rightful share of the consumer dollar. We see trends in the shopping habits of Americans that sharply affect the bakers' marketing approach. We see foods that limit the consumption of our products; we see powerful advertising and merchandising practices that are calculated to alienate our consumers and take them from us.

On the other hand, we see a lamentable shrinking in our man-power resources and the lures that attract our young into other industries. These are all threats that must be met and resisted if we are, as an industry, to live and progress.

If you have traveled much and eat at restaurants and hotels, often you have noticed the treatment accorded to our bakery products that they serve. There is a very great and important job to be done and it seems to me that the bakers must do this job themselves. I refer to the lack of attention that is being paid to baked food when it is served to the diner. It would appear that the baker's job would be to deliver to the restaurant products that are fresh and of good quality, packaged neatly and ready to use. From there the restaurant personnel should take over and see to it that the products are served to the customers properly.

But, I can assure you that such

TRICOL®

TRICOL

is a balanced

syrup. It is especially

blended for perfectly balanced flavor

and is just right for **WHOLE WHEAT, CRACKED WHEAT, RYE, and OTHER BROWN BREADS.**

TRICOL has many other baking uses. Write for our booklet... with more than 50 formulas for baked specialties!

3 GRADES: LIGHT
MEDIUM
DARK

PACKED IN DRUMS:
55-, 30-, 15- and
5-gallon sizes.

AMERICAN MOLASSES COMPANY

Packers of all grades of Molasses and Syrups

120 WALL STREET, NEW YORK 5, N. Y.

Plants at: Brooklyn, N. Y.
Boston, Mass.
Chicago, Ill.

Los Angeles, Calif.
New Orleans, La.
Wilmington, N. C.

Dependable Spring Wheat Flour

CORNER STONE ★ OLD GLORY

CHIEFTAIN ★ GOODHUE

Bulk or Sack Loading

LA GRANGE MILLS

RED WING, MINNESOTA

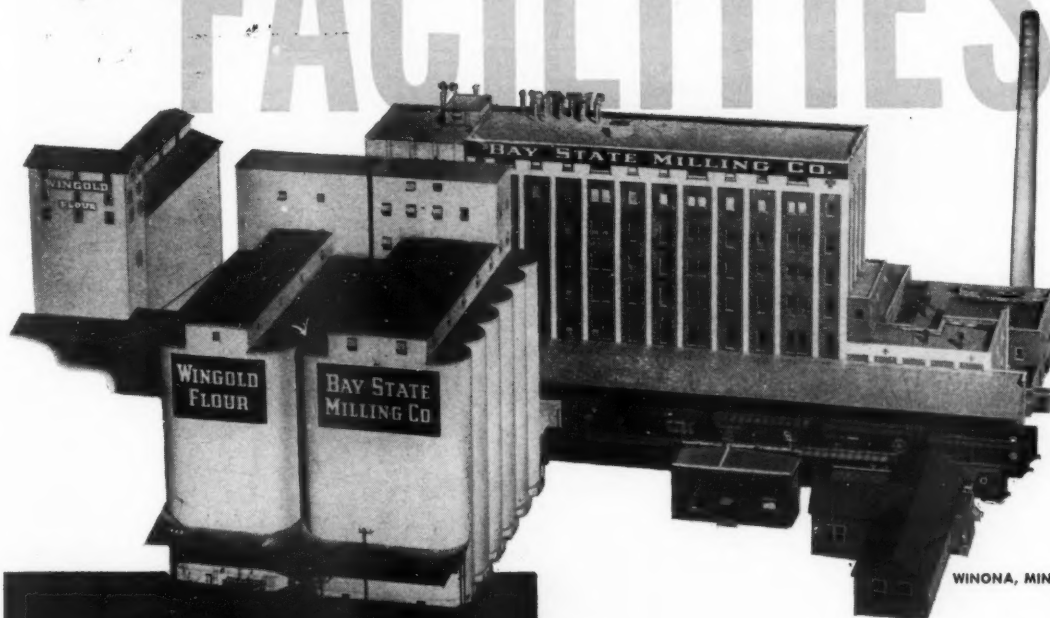
**BROKERS & DISTRIBUTORS
WANTED FOR
NAPPANEE QUALITY**

CORN MEAL

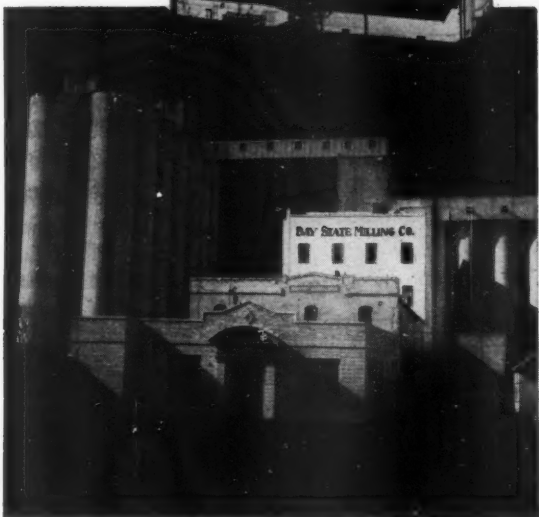
**NAPPANEE MILLING CO.
NAPPANEE, IND.**

up-to-date

FACILITIES



WINONA, MINNESOTA



LEAVENWORTH, KANSAS

The large modern milling facilities of Bay State Milling Company at Winona, Minnesota, and Leavenworth, Kansas, produce millions of hundredweight of top quality flours each year . . . exclusively for bakers.

These up-to-date plants with their large wheat storage capacity, spacious bulk flour bins and new quality control and research laboratories are operated by men with years of milling know-how. This combination of equipment and experience is your guarantee that Bay State flours will always be of consistently high quality.

Use Bay State Flours and see the difference!

BAY STATE MILLING CO.
WINONA, MINNESOTA
LEAVENWORTH, KANSAS



MILLERS OF
Bay State
FLOUR
EXCLUSIVELY FOR BAKERS

is not the case; instead it seems to me that the servers make a point of using every possible way to make sure that our products reach the consumer as unappetizing as they can be.

Our partially baked rolls, so delicious when properly served, are brought to the table in a crushed condition, usually burned black on one side and raw on the other, and always cold. Why they take the trouble to cloak such monstrosities in folded napkins, I shall never understand.

They have packed four crackers

tightly wrapped in separate units with a red zipper to facilitate opening so that the crackers are crisp and dry for the consumer to enjoy. Pondering over this situation, I now realize that most bakers blandly assume that the chefs know how to finish baking rolls and that they have a desire to see that the customer receives them in good condition, hot and appetizing at the table. But such is not the case.

It remains for us to educate them and help them.

Why not a compact baking device containing cups of metal, shaped to

hold the rolls while they are baking, enabling the waitress to bake them as needed. I have never seen one, but I would like to see something like this developed for our restaurant customers. Yes, my friends, "Progress Through Knowledge."

Our pies, toast and all of the other baked foods that are served in hotels and restaurants throughout the country are all afforded this same bad treatment. There certainly is a sales job to be done. I mention these particular abuses because it happens to be one of the glaring problems that we are facing.

WERNER MACHINERY OBSERVES ANNIVERSARY

GRAND RAPIDS, MICH. — A "birthday cake" made of 53 Dutch cookies was lighted in the office of F. C. Werner, chairman of the board of Werner Machinery Co., recently to mark the firm's 53rd anniversary and appointment of Charles R. Werner as company president. F. C. Werner will continue as chief executive officer, but with more time for design and development of new products for the cookie and cracker baking industry. F. C. Werner assumed management of the company in the mid-1920's from his father, Frank Werner, who established the name of Werner Machinery Co. Charles R. Werner, his grandson and now president, has been active in company management since 1950. He is a member of the American Society of Bakery Engineers, the Southern Cookie Manufacturers Assn. and the Bakers Club of Chicago.

There is a very big job of public relations promotion to be done with the restaurants who use our products. A program designed to fill this need should bring immediate results in more public acceptance of baked foods by the dining room patrons. There are many household opportunities open to us also, and these should be studied and grasped. Our competing food industries are missing no bets these days.

It is not for me here to tell the merchandising members of this group what they must do. I am the current president of ASBE and our job is to make better baked foods and to keep pace with the changing conditions as they affect production in your bakeries. But, just as we must gear our production to fit the modern trends, so also must we all exert a united effort to improve our marketing position.

I like to think of the activities of our combined groups as team play. Our industry is so large, so ramified, it involves the producers, sanitarians, maintenance, allied tradesmen, sales and promotion groups, traffic engineers and many, many others of no lesser importance. We are all only as successful as the chain of interdependence is forged with more and stronger links.

The baking industry, somehow through the years, has not only managed to keep pace with public demands, but has maintained the popular price structure, improved sanitation, stepped up delivery schedules, so that bread and other baked foods are served fresher than in earlier years, and most important of all, improved quality. We are all doing better jobs in all of these departments than we used to do. It is something in which our industry can take pride.

But again I go back to my opening statements: We are still only scratching the surface. I feel that in the next five years or so we will see more progress in the baking industry than experienced in the last 15 or 20 years. We will see new methods of making bread and cake, new and better equipment and new ingredients. Your bakery engineer is training himself today for the job tomorrow. We must have a knowledge of production, maintenance, personnel relations, wrapping, distribution, sanitation and the ability to solve many more problems as they come up, Mr. Baker Manager—"Progress Through Knowledge"—This is your bakery engineers' contribution.



Serving
Bakers
Exclusively

As we have more than 80
Christmases, we send again our
good wishes for a joyous holiday
to all our baker friends

IT PAYS TO BUY FROM HUNTER



flours

Individually milled

for

superior performance!

ECKHART

Milling Company

1300 CARROLL AVE. • CHICAGO 7, ILL.

Sales Representatives in Principal Cities

SPRING &
HARD
WINTER WHEAT
FLOURS

SOFT WHEAT
FLOURS
for cakes, cookies,
crackers

RYE FLOURS

WHOLE WHEAT
FLOURS

H. H. Ferrell Speaks To Production Men On Flour Quality

NEW YORK—H. H. Ferrell, sales manager, New York bulk division, International Milling Co., presented a paper on "Quality Flour and Its Importance in the Production of Quality Baked Foods," at the regular monthly dinner meeting of the Metropolitan Bakery Production Club, Inc., at Schrafft's Restaurant recently. The address sparked a lively question and answer period.

D. R. Rice, Continental Baking Co., Rye, N.Y., past president of the club admitted 21 new members. They are:

Harold Ruhl, Pollack Paper Co.; Edward Keating, Hanan Products Co., Inc.; Frank Dunn, Hachmeister, Inc.; Robert H. Johnson, R. T. Vanderbilt Co.; Marcellus G. Uhrich, Continental Baking Co.; Dan Murchison, Borden Co.; David R. Duvernoy, Duvernoy & Sons, Inc.; Charles Stumpf, General Mills, Inc.; Patrick J. Clark, Refined Syrups & Sugars; Andrew Huryn, Horn & Hardart; Frank J. Rienzo, Robert P. Ford Co.; P. H. Cass, Continental Baking Co.;

Ludwig Raff, Aries Cake Masters; Joseph Nouss, Anheuser-Busch, Inc.; Martin Jarmel, Aries Cake Masters; Andrew Wolf, Arnold Bakers, Inc.; John S. Lisse, Appolo Pastry; H. H. Ferrell, International Milling Co.; Jacob De Block, Continental Baking Co.; Walter H. Ringwall, Ward Baking Co., and Arlo Cackler, Continental Baking Co.

The winter party of the Production Club, Inc., is scheduled for the Essex House, Colonnades Room, Dec. 14.

The next regular meeting of the Club is set for Jan. 4, 1960.

Head of Decorating School Dies at 80

CHICAGO — Joseph A. Lambeth, 80, who during his career established an international reputation as an artist in the baking and confectionery industries, died at Daytona Beach, Fla., recently.

Mr. Lambeth was a master baker as well as an outstanding cake decorator and a teacher and writer. Hundreds of students graduated from his schools of cake decorating located throughout the country.

Two editions of what long has been recognized as a textbook for cake decorating entitled, "The Lambeth Method of Cake Decoration and Practical Pastries" were published.

A native of England, Mr. Lambeth spent a number of his years in that country. In his early days he was a competitor at international food and confectionary exhibitions in London and the provinces of Great Britain. He was the winner of approximately 200 gold and silver medals and diplomas including the International Confectionary Trophy in London in 1911 and the silver trophy, French Philanthropic Society Culinary Exposition, Grand Central Palace, New York, in 1916.

—BREAD IS THE STAFF OF LIFE—

Lezlie C. Rose, QBA Buyer, Dies in Sleep

NEW YORK—Lezlie C. Rose, 66, long associated with Quality Bakers of America Cooperative, Inc., died in his sleep recently at his home in West Orange, N.J.

A member of Q.B.A.'s purchasing department for 31 years, Mr. Rose, known in the industry as "Jack", was responsible for the purchase of packaging and wrapping materials used by the cooperative's member bakeries. Although reaching retirement age this year he elected to stay active.

George N. Graf, Q.B.A. manager, in a memorandum to members and staff, had this to say: "Jack will live long in our memories as probably one of the outstanding members of the Q.B.A. staff for his loyalty, zeal and conscientiousness. His most notable characteristic was the fact that each year he set new and almost unattainable goals for his work and accomplishments and invariably achieved them. For this and many other things Q.B.A. owes much to him and his efforts. Notably his fine, considerate and ethical relations with suppliers have contributed much to the prestige and reputation of our cooperative."

—BREAD IS THE STAFF OF LIFE—

Appoints Officers

VANCOUVER—Two new appointments have been announced by Stephen R. Saxby, president of General Bakeries, Ltd. Ian W. HayGlass has been named director of marketing and advertising and B. Myles Hamilton has been appointed assistant to the secretary-treasurer.

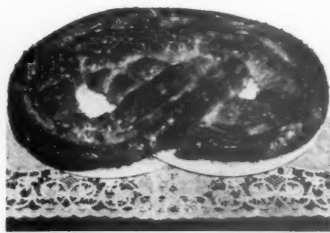
Formerly associated with leading Canadian and American advertising agencies, and most recently with Weekend Magazine, Mr. HayGlass will be responsible for the marketing and advertising programs of the company and its subsidiaries from Newfoundland to British Columbia.

Mr. Hamilton is a graduate of McGill University, and was formerly a member of the staff of the university.

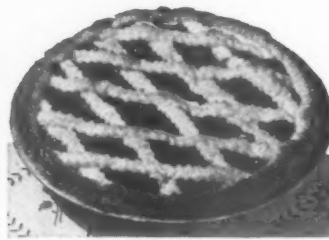
Both the new officials will be located at the executive offices of the company in West Montreal.



VITA PLUS WHITE CULTURE
Conditions Doughs. Stabilizes Fermentation. Extends Dough Tolerance.



FLUFOLITE
Egg Stabilizer for use in Cakes, Cookies, Sweet Yeast Doughs and Rolls.



PIE DOUGH CULTURE
Produces a rich flaky crust with improved color — less tendency to soakage; drier doughs for easier handling.



WHITE FUDGE AND COCOA FUDGE BASES
Easy Handling for Hi-Gloss, Flat Type and Butter Cream Icings of fine flavor. Economical.



BROLITE
For better flavor in Cakes, Cookies, Sweet Yeast Doughs, Icings.



O.B. STABILIZER
For Boiled Meringues, Toppings, Icings, Glazes, Butter Creams, Regular Meringues and Whipped Cream.



RYE SOURS
For outstanding rye bread flavor, improved volume and texture — simplified production.



BROSOFIT A tenderizing agent with high powers of emulsification and dispersion. Contains Mono- and Di-Glycerides, Lecithin and Associated Phosphatides (Vegetable Emulsifier).



BROLITE
VALUABLE INGREDIENTS
FOR BAKERS SINCE 1928

THE BROLITE COMPANY, Inc.
General Offices:
2542 Elston Ave., Chicago 47, Ill.

225 Fourth Ave.,
New York 3, N. Y.

686 Greenwood Ave., N.E.,
Atlanta 6, Ga.

2921 So. Haskell Ave.,
Dallas 23, Texas

621 Minna St.,
San Francisco 1, Calif.

518 First Ave. N.,
Seattle 9, Wash.

Phoenix Bakery Streamlines Suggestion Box Plan for Improved Sales Efficiency

PHOENIX—The Sun Valley Bakery in Phoenix has used an old idea—the suggestion box—to bring forth new ideas for better merchandising and operating efficiency from its 35 employees. The basic plan is still the standard \$5 monthly "suggestion box award," and at Sun Valley it pays dividends all around.

While the bakery underwent a series of four expansions, with personnel growing from seven to 35, the management always kept a suggestion box on the shop wall. The box, which is seen by every employee several times a day, is accompanied by a pad of blank slips and a handy chained pencil, so that "impulse ideas" are just as likely to enter the box as those which have been planned the evening before.

From the box the bakery averages around 18 suggestions a week, all of which are carefully studied, weighed against the opinions of the bake shop foreman, and the owner. Those which show merit in any way are immediately put to work, and at the end of a month's time the most beneficial draws down the \$5 award.

When the plan was started it drew the usual number of "drop dead" suggestions, but as time went by the employees began regarding the system more seriously. Since the third month, there have always been at least two or three valuable, workable suggestions included.

Plan in Operation

An example of how this internal improvement plan has worked out for the Arizona bakery is a color coding system which swiftly and accurately identifies the flavor and variety of iced cakes on display in the store cases. Suggested by a 40-year-old veteran counter saleslady, the plan rotates around a "standard de-

sign" for every type of cake. Under the system an elaborate design is worked out on all cakes. No plain icing varieties of any sort are used.

Those which bear a straight white stripe of icing across the center, even though all the rest of the cake is covered with chocolate, or colored icing, are white cakes. Inserts of orange somewhere in the pattern indicate an orange cake, while yellow disks, or curls, indicate a lemon cake.

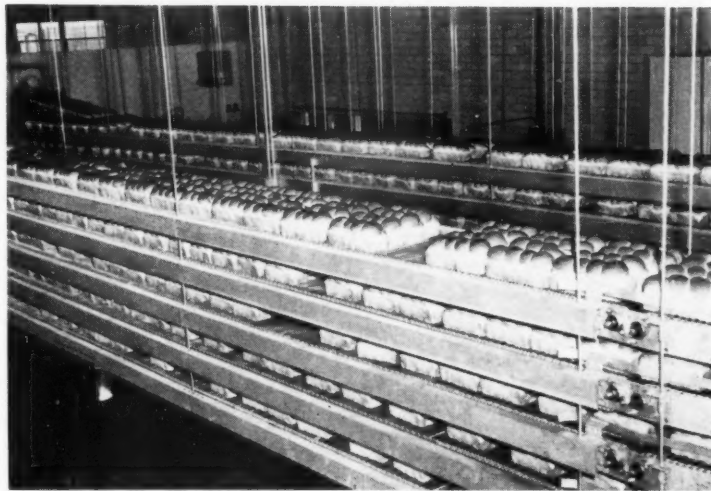
A serpentine white line down the center of a cake iced in any color identifies it as devil's food, while a chocolate line of the same nature means angel food.

After experimenting with this idea, Sun Valley adopted it as a permanent feature, and there is no longer any delay while the proper flavor cake is found! No returns, no disappointment on the part of the customer.

A second example was the establishment of a 12-compartment bin fixture between the two doors which join the bake shop and the retail sales room.

Here, an employee suggested a simplified, cross-indexed system for locating any of the 16 to 18 custom-baked cakes which go out daily, through either the alphabet index or by date. This suggestion proved to have such merit that the plant hired a carpenter to build 12 bins, 30 x 20 x 20 in., done in white to match the bake shop interior, to completely eliminate lost motion and waste in turning over customers' decorated cake orders.

Suggestions come from all 35 employees of the plant and a separate retail store, although it is the 16 saleswomen who are responsible for the majority of them. Every depart-



HANDLING REDUCED—Lee Baking Co., Victoria, Texas, has reduced its handling of bakery produced—and the cost of delivering bread—with this new automatic bread cooler. Bread goes automatically from depanners at the end of the production line to one end of the cooler conveyor, eliminating manual handling. Prior to the installation, the firm was required to handle bread twice between the depanner and the wrapping units.

ment has had a prize winner at one time or another.

Personnel Selection

An established system for selecting personnel helps to explain why the suggestion program has worked out so well. First, Sun Valley believes in hiring older, experienced saleswomen, fully mature, and not likely to leave the plant for marriage or pregnancy. Likewise helpful is better pay; all 16 girls average \$50 a week.

Twice a year Sun Valley permits the girls to hold a meeting and select the cut, material, color and trim of their uniforms to be worn for the summer or winter seasons. When a majority vote has been effected, the management unhesitatingly pays the bills. The girls show their appreciation for eye-appealing, handsome uniforms by scrupulously avoiding costume jewelry, wearing simple hairdos, with hair-net control, and maintaining a much higher degree of per-

(Turn to PHOENIX BAKERY, page 38)



MEN WITH IDEAS
to build your Donut & Sweet Goods Business
DCA FOOD INDUSTRIES INC.
CHAPMAN & SMITH COMPANY INC.
F. W. STOCK & SONS, INC.

CODING AND MARKING
Code dating and marking machines for the flour milling and baking industries. Coding bread wrappers, cellophane and packages, etc., our specialty.
Write for information on a specific problem
KIWI CODERS CORPORATION
4027 N. Kedzie Ave. Chicago 18, Ill.

Moore - Lowry Flour Mills, Inc.
Kansas City, Mo.
PRECISION-MILLED FLOURS

THE KANSAS MILLING CO.
WICHITA
MOUNDRIE AND MARION

SPRING WHEAT FLOURS

**RED WING SPECIAL
BIXOTA**

CREAM of WEST

PRODUCE BREADS WITH TASTE APPEAL

THE RED WING MILLING CO.

RED WING, MINNESOTA

Wheat Washed with Our Own Artesian Well Water.
Flour Tested and Baked in Our Own Laboratory.

NEW! LIGHT-WEIGHT ALUMINUM PAN RACK

Now! A pan rack that's ideal for freezers and retard boxes! Made of rust-proof, strong channel type aluminum. Rigid, but light! Easy to keep clean!

- Two models—15 or 20 pan capacity.
- Overall dimensions — 63" x 30" x 19".
- 3" hard rubber grease-proof casters.

Knocked down for low shipping rates. Shipping weight app. 40 lbs. Assemble in 15 minutes.

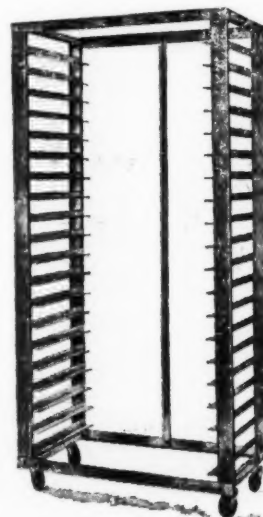
LADDER-ESCAPE CO. OF AMERICA

Pan Rack Division

100 Berkley St., Phila. 44, Pa.

DAvenport 4-6539

DEALER TERRITORIES OPEN



Convention Calendar

January

Jan. 9-12—Ohio Bakers Assn., Commodore Perry Hotel, Toledo, Ohio; sec., Clark L. Coffman, Seneca Hotel, Columbus, Ohio.

Jan. 24-26—Pennsylvania Bakers Assn., golden anniversary convention, Penn-Harris Hotel, Harrisburg, Pa.; sec., Theo Staab, 600 N. Third St., Harrisburg, Pa.

Jan. 31-Feb. 2—Potomac States Bakers Assn. convention, Lord Baltimore Hotel, Baltimore, Md.; sec., Edwin C. Muhly, 1126 Mathieson Bldg., Baltimore, Md.

February

Feb. 5-7—Bakers Association of the Carolinas, annual stag outing,

The Carolina, Pinehurst, N.C.; sec., Mary Stanley, Box 175, Rockingham, N.C.

Feb. 7-9—Tri-States Bakers Assn., annual convention, Monteleone Hotel, New Orleans, La.; sec., Sidney Baudier, Jr., 624 Gravier St., New Orleans, La.

Feb. 28—Indiana Bakers Assn., annual convention and exhibition; Marriott Hotel, Indianapolis, Ind.; sec., Ferd A. Doll, 2236 E. Michigan St., Indianapolis 1, Ind.

March

March 7-10—American Society of Bakery Engineers; annual meeting; Edgewater Hotel, Chicago, Ill.; sec., Victor E. Marx, Rm. 1354, LaSalle-Wacker Bldg., 121 W. Wacker Drive, Chicago 1, Ill.

March 31-April 2—Southern Bakers Assn., 46th annual convention; Hollywood Beach Hotel, Hollywood, Fla.; Benson L. Skelton, Henry Grady Bldg., Atlanta 3, Ga.

April

April 5—Allied Trades of the Baking Industry, Pennsylvania Div., No. 4; Annual Assembly; Abraham Lincoln Hotel, Reading, Pa.; sec-treas., J. Kenneth Irish, 69th St. Theatre Bldg., Room 108, Upper Darby, Pa.

April 18-30—National Retail Bakers Week; sponsored by Retail Bakers

CALENDAR FOR 1959-60											
DECEMBER				JANUARY				FEBRUARY			
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							31				
APRIL				MAY				JUNE			
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NOVEMBER				DECEMBER				JANUARY			
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29	30						29	30			

of America; chm., Gordon Nash, 735 W. Sheridan Road, Chicago, Ill.

April 22-24—Rocky Mountain Bakers Assn.; annual convention; Continental Denver Motor Hotel, Denver, Colo.; sec., Fred Linsenmaier, Box 5326, Terminal Annex, Denver, Colo.

April 24-26—Texas Bakers Assn., Austin Hotel, Austin, Texas; sec., Mrs. Edward Goodman, Texas Bakers Assn., 1134 National Bldg., Dallas 1, Texas.

May

May 1-3—Arkansas-Oklahoma Bakers Assn., annual convention; Arlington Hotel, Hot Springs, Ark.; sec., J. C. Summers, Oklahoma State Tech, Okmulgee, Okla.

May 9-10—Iowa Bakers Assn.; annual convention; Fort Des Moines Hotel, Des Moines, Iowa; sec., Earl F. Weaver, 6416 Colby Ave., Des Moines, Iowa.

May 9-11—Biscuit & Cracker Manufacturers' Assn. and the Biscuit Bakers Institute, Inc., 1960 joint meeting, The Plaza, New York; sec. B&CMA, Walter Dietz, 20 N. Wacker Drive, Chicago 6, Ill.; sec. BBI, Harry D. Butler, 90 W. Broadway, New York 7, N.Y.

May 20-22—National Association of Flour Distributors, Waldorf-Astoria Hotel, New York; sec., Philip W. Orth, Jr., 403 E. Florida St., Milwaukee 4, Wis.

May 22-25—Associated Retail Bakers of America, annual convention and exhibition, Municipal Auditorium and Hotel Schroeder, Milwaukee, Wis.; exec. sec., Trudy Schurr, 735 W. Sheridan Rd., Chicago 13, Ill.

June

June 23-27—Bakery Equipment Manufacturers Assn., annual meet-

ing, Key Biscayne Hotel, Key Biscayne, Miami, Fla.; sec., Raymond J. Walter, 511 Fifth Ave., New York, N.Y.

July

July 24-27—West Virginia Bakers Assn.; 1960 convention; Greenbrier Hotel, White Sulphur Springs, W.Va.; sec., Edward R. Johnson, 611 Pennsylvania Ave., Charleston 2, W.Va.

'YOUR DAILY BREAD' CIRCULATION CLIMBS

CHICAGO—Orders for the film-strip "Your Daily Bread," distributed by the Bakers of America Program of the American Bakers Assn., have exceeded 16,000. Orders continue to come in every day, program officials report. A few of the strips are in the hands of bakers and allied firms, but more than 95% are in use by schools. The greatest distribution, as of the latest reporting period early November, was California, with 1,158 films.

THE NEW CENTURY CO.
3939 So. Union Ave. Chicago 9, Ill.
Always in Market for Flour and Feed
Producers of
DRIED BREWERS' GRAINS

"SLOGAN SPECIAL"
The Quality Bakers Flour
Oklahoma Flour Mills Co.
EL RINO, OKLAHOMA

DAVID HARUM
"Regular" Bakers Flour

.....
"THE WINTER WITH THE SPRING"
.....

Milled in the Heart of Nebraska's Wheat Country



LEXINGTON MILL & ELEVATOR COMPANY
Lexington, Nebraska

Every Modern Advantage
Is Yours With **HUBBARD**



Since 1879 Hubbard Milling Company has maintained the finest, most modern milling facilities. Newest improvement is the ultra modern equipment for bulk loading transport trucks and airslide cars. Laboratory technicians use the most advanced methods and equipment in the milling industry . . . for quality control of Hubbard bakery flours.

HUBBARD MILLING COMPANY
Since 1879
MANKATO, MINNESOTA

Centennial MILLS, INC.
1464 N. W. Front Avenue, Portland 8, Oregon
Cable address: Centennial Mills, Inc., Portland, Oregon

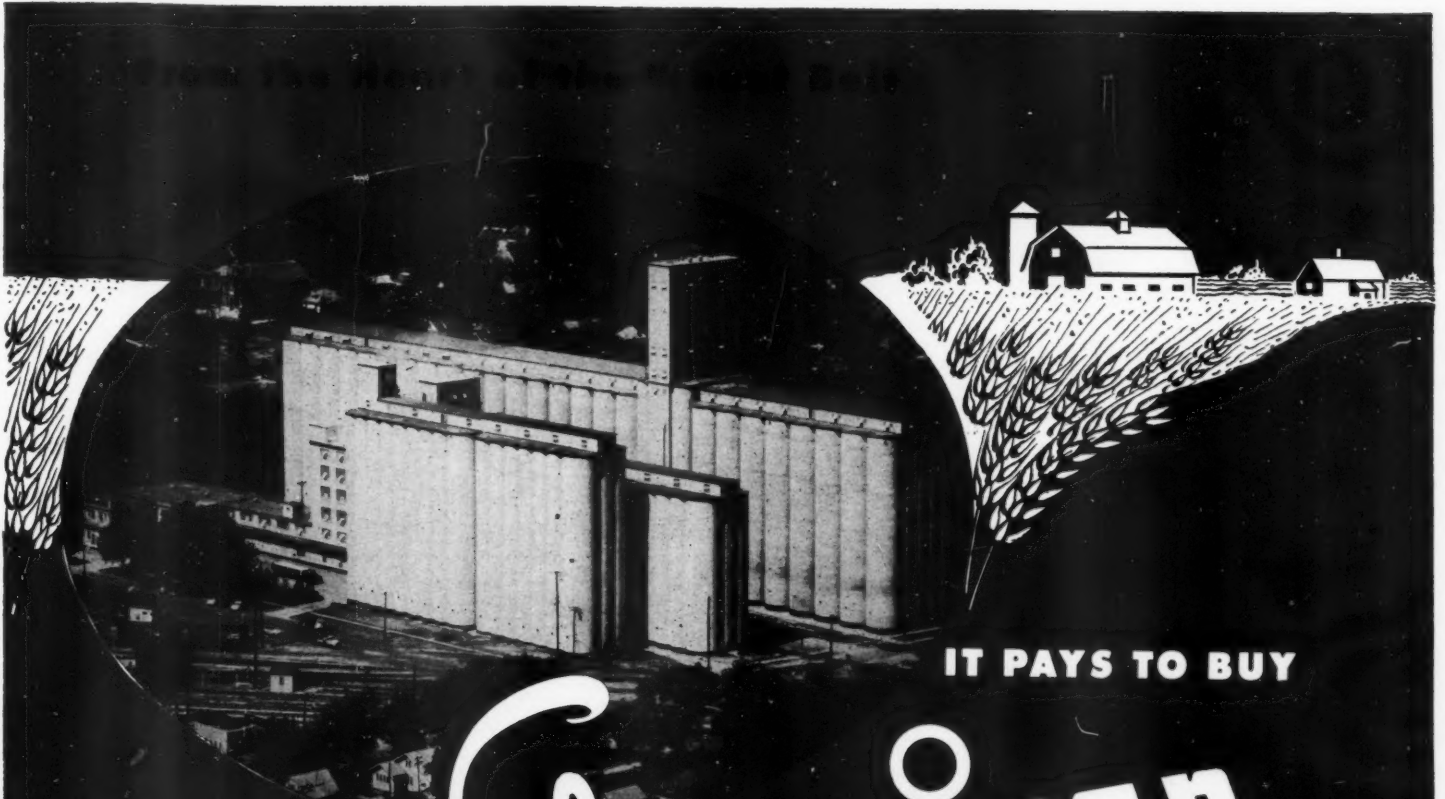
- Domestic and Export Millers.
- Experienced in all types of bulk delivery.
- New . . . complete quality control and baked products laboratory.
- Complete line of fine quality Bakers' Flours.
- Fancy Durum and Winter Wheat Granulars for macaroni industry.




Spokane Mill Portland Crown Division


MILLS AT: PORTLAND, SPOKANE, MILTON-FREEWATER, WENATCHEE

From The Heart of the Wheat Belt



IT PAYS TO BUY

American Flours



AMERICAN FLOURS, Inc.

West Virginia Pulp Names J. R. Jones To New Sales Post

NEW YORK—J. R. (Dick) Jones has been promoted by West Virginia Pulp & Paper Co. to the position of sales manager for the Kansas City district of its multiwall bag division. Mr. Jones succeeds Roy E. Jury, who has been named district sales manager for West Virginia's Hinde & Dauch container division on the West Coast.

A long time resident of the Kansas

City area, Mr. Jones has acted as sales representative for the company since it entered the field in mid-1958 with multiwall bags made of Clupak stretchable paper. He is a graduate of Ouachita Baptist College, and has been active in the Kansas City Advertising and Sales Executives Club as well as the Immanuel Baptist Church.

The announcement of Mr. Jones' appointment was made by Tom L. Jones, regional sales manager.

Sheldon Y. Carnes is regional manager responsible for the division's factory and sales operations at St.

Louis and Wellsburg, W.Va. Jason M. Elsas is regional manager for the Multiwall Bag Division responsible for the New Orleans and Torrance factory and sales operations.

—BREAD IS THE STAFF OF LIFE—

Manufacturers Urged To Tell Food Story

WASHINGTON—All members of the food industry are being urged to tell their stories to America's 18 million teenagers by tying their advertising and merchandising plans into the Youthpower campaign developed

by the National Food Conference.

In an "open letter" to the food industry introducing the special advertising kit being sent to members of the industry, NFC general chairman Charles B. Shuman called the Youthpower effort "a partnership of those of us who produce, process and merchandise the nation's food supply."

Mr. Shuman said that local and state "food comes first—for Youthpower activities, and the National Youthpower Congress to be held in Chicago Feb. 11-13, 1960, will stimulate teenage and adult interest in nutrition and good eating habits." But he warned that the success of this united food industry program "rests in large measure on the interest and ingenuity you show in telling your story . . . within the framework of our central theme, 'food comes first—for Youthpower'."

The advertising kit, featuring the slogan and a specially designed emblem, suggests a variety of ways in which the food industry can tell its story in newspaper, magazine, and radio-TV advertising, and in public relations projects.

—BREAD IS THE STAFF OF LIFE—

Nulomoline Division Stages Icing Class At Dunwoody School

MINNEAPOLIS—The Nulomoline division of the American Molasses Co., New York, held a cake icing class at the Dunwoody Baking School, Dunwoody Industrial Institute, Minneapolis, recently. John J. Vandersteen of the technical service department made up a variety of icings using their instant powdered icing stabilizer and discussed the advantages and amounts to use in different types of icings. The students assisted in mixing the icings. A variety of cakes and rolls were iced and wrapped to show the quick setting and the non-sticking quality of the icings made with the stabilizer.

A question and answer session was held after the demonstration. The products were cut and served to taste the different icings.

PHOENIX BAKERY

(Continued from page 35)

sonal cleanliness.

Allowing them to contribute something to the bakery, which becomes a functional part of everyday operation, leads to a feeling of "belonging" and better status.

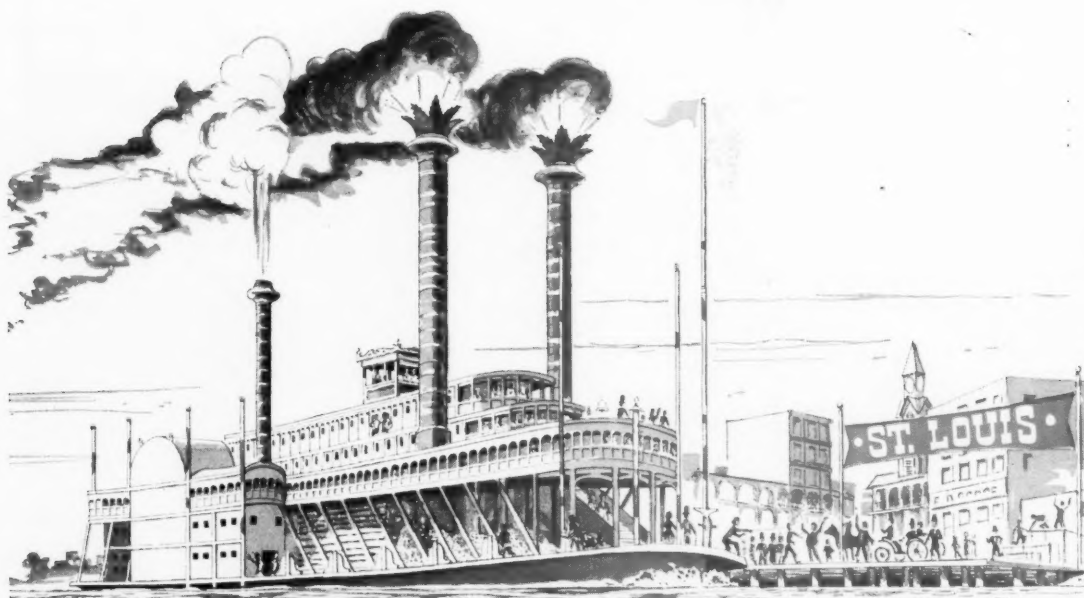
The girls feel an association with the management, work toward a common goal, and make a sincere effort to better things for all involved.

The suggestion box award is made at the last meeting each month of a series of weekly Thursday night "get-togethers" which are conducted the year around. The award is in the form of a crisp new \$5 bill. The baker, saleswoman, or other employee who has won the prize, describes it in detail, how it will better Sun Valley operations, and what effect it will have on customers.

Help Fight TB



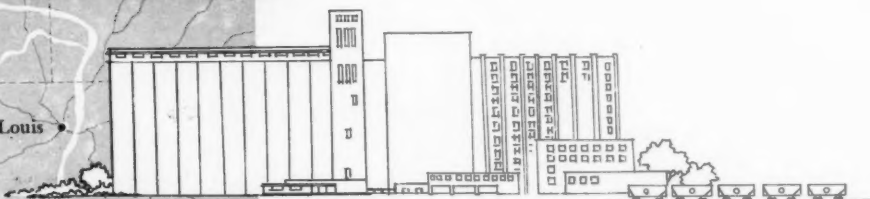
Use Christmas Seals



**STILL
LOCATION MAKES THE BIG DIFFERENCE!**



St. Louis



ST. LOUIS FLOUR MILLS

5020 Shreve Avenue

St. Louis, Missouri



"Yes! . . . Our Mills are right up to date!"

Frank Lindholm, Superintendent of our Hastings Mill, Hastings, Minnesota, is proud to show "Mr. American Farmer" one of our mills on his tour of King Midas. We are a milling company that has always based its operations on main-

taining the most modern mills to produce the highest quality flour.

Constant vigilance and the highest milling integrity, to continually produce the best, that's what King Midas stands for, that's what we do!

King Midas FLOUR MILLS
MINNEAPOLIS  MINNESOTA

On the job
when it counts . . .
**AMERICAN NATIONAL
RED CROSS**



Worth Looking Into

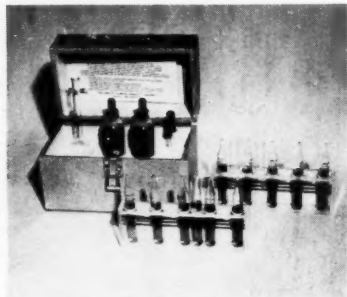


New Products New Services New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 4403—Testing for Ammonium Compounds

LaMotte Chemical Products Co. has introduced an outfit for determining the concentration of quaternary ammonium compounds over the

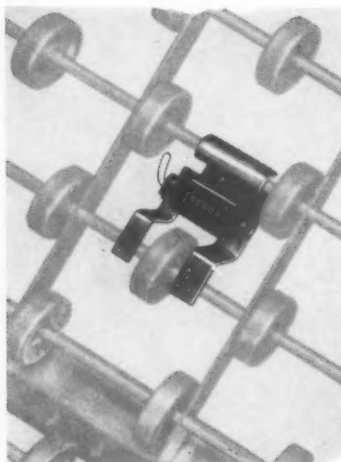


range of 1.0 ppm to 500 ppm and above in such establishments as bakeries, restaurants and food processing plants. The lower readings are made directly and the higher readings require a dilution step with equipment provided for this purpose.

The color standards are mounted in a special plexiglas viewing device that provides easier comparisons and eliminates the handling of individual standards. Sufficient material is furnished for making approximately 200 determinations. For details check No. 4403 on the coupon, clip and mail to this publication.

No. 4402—Counting Device for Conveyors

Virtually any Rapistan gravity wheel conveyor has been made available by the Rapids-Standard Co., Inc., of the Rapistan line of materials handling equipment. Capable of counting up to 99,999, the counter is installed from the top of the conveyor and will fit any standard straight section or curve of wheel conveyor on 3 in. centers except the conveyor 24 in. wide with 28 wheels per foot. A knurled knob permits resetting of the counter back to zero. In all installations, there must be at least a 2 in. separation between cartons to get an accurate count. Recommended locations for installation of the coun-



ter include: The beginning of the line where loading is accomplished, after a power conveyor, or on a curve. In some cases, suitable separation may be achieved by increasing the pitch of one section of conveyor in the line and placing the counter near the lower end of that section. For details check No. 4402 on the coupon and mail.

No. 4404—High Speed Wrapping Machine

American Machine & Foundry Co.'s bakery machinery division claims to have developed the first complete high speed bread and roll wrapping machine capable of handling all types of wrapping materials, including poly-



ethylene. The machine will wrap loaves of bread at the maximum rate of 75 loaves a minute. Rolls and other baked foods can be wrapped by another version of the same machine at speeds up to 50 packages a minute. For details check No. 4404 on the coupon, clip and mail to this publication.

No. 4407—Teflon Properties Described

Cadillac Plastic & Chemical Co. is offering to bakers its four-page folder which describes properties and successful applications for "Teflon" coating of metal and ceramic tools and parts to contribute anti-sticking or chemically resistant properties. Successful anti-sticking applications include mixing, handling and storing equipment for bakery products, baking pans, dough rollers, troughs, ladles, funnels, wrapping and heat sealing units. Typical Teflon coating applications are illustrated. The process and limitations of the coating technique are described. Properties of Teflon in solid and in

coating form are compared. Teflon coating is a DuPont developed process for applying Teflon protection against sticking and corrosion to irregularly shaped parts and internal or inaccessible surfaces. In addition, Teflon-coated parts retain the strength or other desirable properties of the base metal or ceramic. Check No. 4407 on the coupon, clip and mail for details.

No. 4410—Price Catalog Available

Dodge and Olcott, Inc., offers its newest price catalog of essential oils, aromatic chemicals, specialties and certified colors. This 36-page booklet is published semi-annually and includes short descriptions and uses of various products, as well as addresses and phone numbers of the various branch offices. Copies are available upon request. For a copy of this catalog check No. 4410 on the coupon, clip and mail to this publication.

No. 4411—'Foamsil' For Chimney Lining

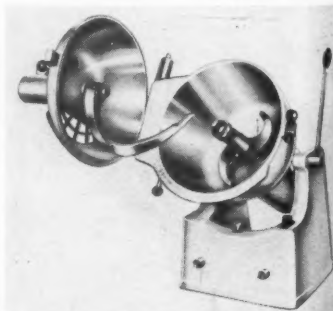
Pittsburgh Corning Corp. has announced the use of its "foamsil," a new foamed silica material, for lining stacks of chimneys and incinerators. The manufacturer cites, as a case in point, Silverstein Bakery, Ltd., Toronto, where the chimney walls of the incinerator began to overheat when the brick lining failed. The refractory lining cracked and set up a hazardous condition. The damaged stack lining was removed entirely and replaced with a lining of "foamsil." Due to insulating qualities of the material, only 2½ in. thickness was required. For details check No. 4411 on the coupon, clip and mail for details.

No. 4414—Catalog On Laboratory Ware

A new 24-page catalog, No. H-459, is now available covering polyethylene, polypropylene, polyurethane and polyvinyl plastic laboratory apparatus, from General Scientific Equipment Co. Laboratory ware made from these materials is lightweight and highly resistant to chemical attack. The catalog illustrates and describes over 100 products. Technical properties are discussed in their relation to this development. For a free copy check No. 4414 on the coupon, clip and mail to this publication.

No. 4405—Machine For Mixing, Reducing

Koch Equipment Co., a division of Koch Supplies, Inc., has announced availability of its "Koch Schnellkutter," a versatile machine that should be useful in all bakeries and in the plants of suppliers of ingredients to the baking industry. The Schnellkutter performs two operations si-



Send me information on the items marked:

- ☐ No. 4402—Counting
☐ No. 4403—Testing
☐ No. 4404—Wrapping
☐ No. 4405—Mixing
☐ No. 4406—Truck

- ☐ No. 4407—Teflon
☐ No. 4410—Catalog
☐ No. 4411—Foamsil
☐ No. 4417—Sharpener

Others (list numbers)

NAME

COMPANY

ADDRESS

CLIP OUT—FOLD OVER ON THIS LINE—FASTEN (STAPLE, TAPE, GLUE)—MAIL

FIRST CLASS
PERMIT No. 2
(Sec. 349,
P. L. & R.)
MINNEAPOLIS,
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BUSINESS REPLY ENVELOPE

No postage stamp necessary if mailed in the United States

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The American Baker

P. O. Box 67

Reader Service Dept.

Minneapolis 40, Minn.

HIGHLIGHTS OF FLEISCHMANN'S SERVICES TO BAKERS: THEN AND NOW

One of a Series

the Blizzard that Rivalled '88

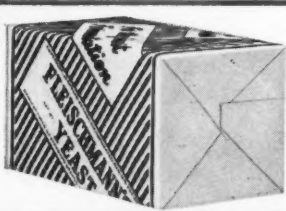


1914 . . . a yelping team of Alaskan huskies told the townspeople that one man had gotten through

IF the blizzard of '88 was the granddaddy of them all, the snowy deluge which hit the state of Washington in 1914 was certainly a realistic offspring. Nothing stirred. Nothing could. Or so folks thought, until the yelping of a team of Alaskan huskies proved that one man had gotten through. *The Fleischmann man had found a way to deliver his yeast on time.*

Today, Fleischmann continues its "the yeast must get through" tradition. The recent floods in Connecticut, California and Pennsylvania proved that.

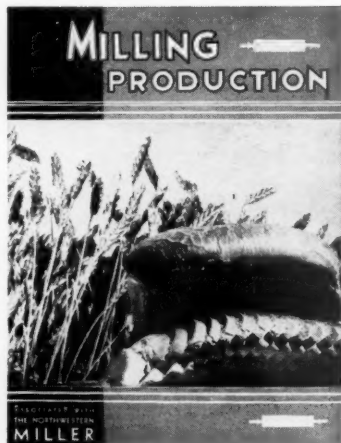
Normal working or weather conditions present no great challenge to any yeast maker. It is when you are caught short, for any reason, that Fleischmann's service proves itself. For we have more plants and more distribution points than any other yeast supplier. When you order Fleischmann's, you can always count on getting your yeast—and *on time.*



Fleischmann's Yeast

MEASURE YOUR YEAST BY THE SERVICE YOU GET

THE DIRECT ROUTE



TO YOUR MARKET

MILLING PRODUCTION goes directly to the men in the plant—production men as well as management men—to increase your sales. MILLING PRODUCTION reaches mill owners, milling superintendents, cereal chemists, head millers and other production personnel—the men who determine what production equipment their company will use. MILLING PRODUCTION reaches milling management through the Milling Production Section of The Northwestern Miller—the men who give the go-ahead on equipment purchases. No other advertising medium in the flour milling industry offers this double value—reach those who need and those who buy through your advertising in MILLING PRODUCTION.

CONTACT NEAREST MILLER PUBLISHING CO. OFFICE

MILLING PRODUCTION

Published in Conjunction with The Northwestern Miller

2501 WAYZATA BOULEVARD, MINNEAPOLIS 5, MINN.
BRANCH OFFICES: NEW YORK, CHICAGO, KANSAS CITY

BUY and SELL through WANT ADS The Northwestern Miller

multaneously—it mixes and reduces particle size. Knives mounted obliquely on the motor drive shaft spin at high speed near the bottom of the cutter bowl. The speed and pitch of the knives combine to create a vortex that pulls the material down the center of the bowl, then moves it outward and upward. In this way the material is continuously mixed and brought back into the cutting zone. A mixing baffle mounted on the cover of the bowl moves material near the side of the bowl back into the main stream. To mix any type of dough, yeast dough, pastry dough, or puff paste, all the ingredients of the recipe are charged into the bowl at one time, and the machine operated at low speed for one or two minutes. There is a special grater attachment to make crumbs from stale bread. For details check No. 4405 on the coupon, clip and mail.

No. 4417—Beco 717 Sharpener

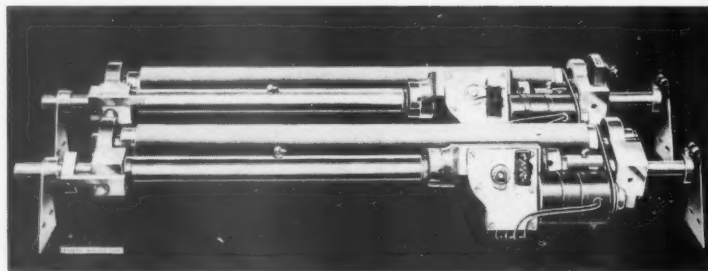
Bettendorf Bakery Equipment Co. has introduced its "Beco 717" multi-blade sharpener for the baking industry on a 30-day free trial basis. The sharpener is preset to meet individual sharpening preferences. Then an automatic timer takes over the job of maintaining blade sharpness. Responding to this pre-determined sharpening cycle, the "Beco 717" proceeds automatically with simultaneous sharpening of both sides of all blades. If the operator wishes to operate outside of the established sharpening cycle, touching the override button accomplishes this. Upon release of the button, the sharpener is again back on automatic operation. For details, check No. 4417 on the coupon and mail to this publication.

No. 4406—Bakery Truck Body

Boyertown Auto Body Works has announced a new 1960 Model M-7 "Minivan" bakery delivery body. This is a light weight, compact, functionally designed forward control type body with a loadspace capacity of 213 cu. ft. and clear loadspace dimensions 90 in. long, 66 in. wide and 62 in. high. Over-all dimensions are 185 in. long, 75 in. wide and 92 in. high. The loadspace area is con-

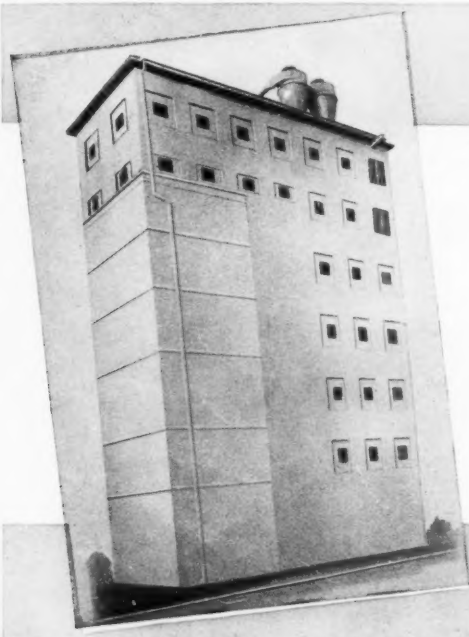


structed so that the side walls are parallel to each other, with the same distance between the walls from front to back, and from floor to ceiling. This provides full square usable loadspace area. The body is designed for installation on half-ton classification stripped forward control type chassis having a wheelbase of approximately 102 in. Body construction is of corrosion resistant high strength alloy steel, with all parts coated with zinc chromate before and after assembly, providing lower operating costs, longer life, and lighter weight. Check No. 4406, clip and mail coupon for details.



TODAY'S MODERN BULK FLOUR MILL

WEBER'S BULK FLOUR PLANT, pictured at the left, is an integral part of today's modern flour mill. The process of converting the milling industry from sacks to bulk requires modern bulk flour storage and handling facilities to replace the old sacked storage warehouse.



THE WEBER FLOUR MILLS CO.
SALINA, KANSAS

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A Santa Claus view of the Gooch Milling & Elevator Co., Lincoln, Nebr.

Factors of Wheat, Flour Quality Which Bakers Should Take into Consideration

By W. R. HEEGAARD

THE subject, flour, is so broad that, in spite of the experience and technical background represented in this audience, one can speak freely with little fear of contradiction.

In our discussion every effort will be made not to generalize, but rather to be specific and to attempt to impart some knowledge and information that may be of value. What is said here is from a flour miller's viewpoint. It is hoped that this audience fully appreciates that flour millers, in spite of any differences that are apparent when we are selling flour (and you, as bakers, are buying it) have your interests at heart. Milling flour and making bread that will sell against the competition of a great variety of foods offered Mrs. Housewife is our common aim. We are not on opposite sides of a brick wall. Our problems are mutual.

As millers and bakers, it is so easy to forget, because of our many selling, merchandising, packaging and distributing problems, that the principal ingredient of flour is wheat. Flour of any type can be no better than the wheat from which it is milled regardless of the process of milling. It takes well bred wheat to make flour and good bread.

As E. J. Pyler, editor of Bakers Digest, in "Our Daily Bread" says, "The tiny kernel of grain taken so matter of factly has often shattered world history. For example: man's need for bread, flour and other grain products caused the plow to be invented. It replaced the hoe about 5,000 B.C., and grain production increased 250 times; land that once supported three persons then supported 750, with only one fifth the labor. Grain became wealth and empires rose because of grain and flour reserve and production. The surplus labor left the farm and created professions such as medicine, the priest-

EDITOR'S NOTE—Mr. Heegaard is vice president and general sales manager of Russell-Miller Milling Co. His paper was presented before the fourth annual bakers' clinic sponsored by the Bakers Courtesy Club of Pittsburgh.

hood, political administration and arts such as weaving, pottery, tool and weapons making."

Yes, the converting of wheat to flour and on to bread is truly a fundamental process, more far-reaching than we appreciate in the ordinary course of our work.

Farmers, bakers and millers in the U.S. are the most skilled and industrious in the world. They are the vital producers of food, they are America's first line of defense against disease and want and they are the first line of defense against human foes.

Vital Responsibility

We do have a vital responsibility and that is why this subject of flour is important not only to us but to our country. The American public can never know the worth of flour and bread unless we, ourselves, recognize their value. One has to look long and hard in this country to find a bad loaf of bread but with all the varieties of wheats grown and all the various flours milled, research from the farm to the mill to the baker must continue if we are to take advantage of our unusual position.

We do not have to create public acceptance of bread as a necessary food. From time immemorial, bread has been not just the staff of life, but the symbol of life, itself. Flour is only important as the ingredient for better bread. More and more emphasis

should be given to good eating qualities compared with nutritive value, ease of handling, and cheapness of production.

Each year is different and wheat is different due to climatic changes. Conditions this year have no precedent. They require understanding and, most certainly, a display of good judgment.

To understand flour at this time, one must start with a realization that the government, in its role as "the great white father" to the farmer, has broken the common bond of economic unity that held farmer, grain man, miller and baker together. A chaotic supply and demand situation has developed.

There is plenty of wheat to make all the flour needed. But the problem of securing the proper type of wheat for milling into flour that can be used in the modern bakery for producing bread that can be sold at a profit with an appeal to the consumer is something different.

It is now well established that the baking characteristics of both winter and spring wheat new crop flours are very good and there should be no major problems in handling either spring or winter wheat flours from the new crop. In the Southwest, we find, generally, a higher protein, longer mixing time and higher absorption than last year. The Nebraska wheats are notably better than last year. Since the tolerance to mixing and fermentation is good on Texas, Oklahoma, Kansas and Nebraska new crop flours, we believe that the only major change needed in the bakery will be a few minutes longer mixing time at the dough stage with minor adjustments in yeast food and no major adjustment in sponge or dough.

The western two-thirds of Kansas has shown higher ash in many wheat samples. This same area of Kansas also provides the stronger, longer mixing wheats. The baking industry would be well advised to raise its ash specifications on Kansas flours because it will, thereby, get better performing doughs.

Greater Strength

North Dakota and Montana spring wheats show greater strength and longer mixing time than last year. Absorption will be about the same. Malt requirements are high. Both malt and oxidation levels are adjusted at the mill, so will not be of great concern to the baker. The tolerance to yeast food is good. The bread has very good volume and good grain and texture and color. Here again, except for an increase in mixing time, we do not advise any change in handling other than adjustments of the yeast food or malt level in accordance with the individual shop requirements.

Flour millers, with modern laboratories and bakery service departments, pretty well appreciate the baker's problems, but we frequently wonder if the baking industry has a true conception of the changing problems at the mills. We find it necessary to work closely with various crop improvement groups and state colleges in an endeavor to develop wheat varieties with characteristics best suited for present methods of bakery production.

It may surprise you to know that major milling companies lend support



W. R. Heegaard

to at least 10 different crop improvement and wheat improvement associations. This support is in the form of financial aid, by having milling people on committees, in advisory capacities, and by doing milling and baking tests on new varieties in the laboratories. These associations are continually testing new varieties to find those which have greater insect and disease resistance, higher yield per acre, better drought resistance, improved milling and baking properties and mixing curve characteristics.

It is our moral responsibility to plant breeders, experiment stations, wheat growers, grain merchandisers and the milling and baking industries and, finally, to the consumer to give full support to wheat improvement work.

An outstanding job has been done in improving varieties in the Kansas area. Newer varieties in Texas and Oklahoma are showing great promise. In the spring wheat areas, we have had a marked change in the varietal picture owing to the susceptibility of Thatcher wheat to the 15-B rust strain.

Selkirk has supplanted much of the Thatcher. Selkirk is a mellower wheat and under the same climatic condition, shows a shorter mixing time and less toughness than the older Thatcher variety. Selkirk also has a much greater need for oxidation than Thatcher. This past crop year, a very large percentage of the wheat sown in the spring wheat area was Selkirk because of its yield per acre and there was much concern, only a few months back, as to the milling characteristics that would show up in this wheat. Nature came to our aid by giving unusual weather during the vital July maturing period. The resulting crop was wheat of higher protein and better milling and baking characteristics.

Queer things develop from year to year. High gluten wheats have become more and more important as roll business of all types has increased. On the basis of many tests, high gluten flour, this year, is improved over last crop. The lack of tolerance and tendency toward small volume on long fermentation shown by last year's crop is not present this year. The volume is very good on long fermentation time, indicating much better strength and tolerance.

It is significant in any discussion of flour today compared with a few years ago that new milling methods are being developed that give much more flexibility to the miller in his choice of wheat and to the baker in his choice of flour. Cake, cookie and



SWEDISH VISITORS—Part of a group of 21 leading bakery owners and executives from Sweden has been visiting headquarters of American Machine & Foundry Co. and AMF plants and AMF-equipped bakeries in San Francisco, Los Angeles, the New York area, and Chicago. The group also viewed a new AMFlow installation in Asbury Park, N.J. In the photo above, taken at an AMF dinner honoring the guests at the Harvard Club in New York, are left to right: S. Lindskog, president of the Swedish Bakers Assn.; Andrew J. Coll, export sales manager for bakery machinery for AMF's international group; M. Klang, vice president of the Swedish Bakers Assn. and Disponent of Reinholds Bageri AB, and Jacques J. Homeyer, sales manager for bakery machinery of AMF Overseas Corp., Geneva, Switzerland.

cracker flours are being made from hard wheat. High protein fractions (around 20% protein) are obtained from soft wheat and are very useful in supplementing flours of average strength in hamburger rolls, clear flours for rye bread, health bread, etc.

These developments depend on a different method of grinding the endosperm and also on better designed air classifiers that allow sharper separation of different particle sizes. Much publicity has been given this development and much more will be heard in the future. As a result of present knowledge and new methods, it will be possible to develop more realistic specifications for flour.

30 or More Streams

In a large mill, there may be 30 or more streams of varying composition and purity which must be collected and merchandised as flour. Old standards of specifications on protein, ash, mixing tolerance, gassing power, maltose value, malt index or amylograph value are going to gradually change.

As millers, we make a plea for understanding on the part of the baking industry. During the course of one year, just one of our branch laboratories was required to send out over 2,000 analysis reports to customers. This required a great deal of time which could have been better spent testing wheats and flours for the purpose of producing finer and more uniform flours. We would often like to disregard flour specifications and sell brand names. Nevertheless, flour requirements have become more specialized and complex and we recognize that they do have meaning and are necessary.

Some bakers, or shall I say "flour buyers," constantly try to specify moisture and are unrealistic in their tolerances. In a modern mill, average flour moistures will remain constant but individual lots will vary slightly. The best level for moisture in wheat for milling as effective and completely as possible is about 14%. This may vary plus or minus from the average because of humidity and temperature conditions during milling.

Moisture is added to wheat eight to 16 hr. before it is actually milled. A sharp change in weather, as often occurs at mills on waterfronts, can change the resultant flour moisture one half percent up or down. A shift in the wind off the lake to one coming from the land completely changes the milling conditions from one of high humidity and little loss of moisture during milling to one of low humidity and considerable milling loss. You can readily see the position the mill is placed in if forced to mill to an absolute moisture specification.

In almost every instance and condition of storage, sacked flour will lose moisture after milling. Bulk flour will lose practically no moisture so, in a transition from a sack operation to bulk, a baker will experience some slight change in dough absorption. A one half percent change in flour moisture results in a dough absorption change of approximately one percent.

Ash Specification

The ash specification is still used to indicate the grade of a flour. In a normal milling process and milling average wheat, about 80% of the flour is patent. Approximately 17% is a first clear flour with .70 ash. The remainder is second clear. Flour costs are based on these fractions, the patent flour normally commanding the higher value or return to the mill.

We have elaborated more than necessary on the subject of ash and mois-

ture simply as an indication that, when thinking of flour specifications, one must appreciate the necessary tolerances and reasons for variations.

Coming back to flour this crop year, we emphasize that protein level in both the spring and winter wheat crops will average higher this year than in 1958. Hence, there will be a slight increase in protein level as more mills go over onto 100% new wheat. Because of the high ash in the western two thirds of Kansas, we believe most flour will test at least .01 to .02% higher in ash and perhaps more.

Mixing time, as given by flour mill laboratories, is the time the flour needs when the curve drops from the maximum consistency which is normally 500 units. The MTI, or mechanical tolerance index, is the drop measured in units five minutes after the peak. The faster the curve drops, the higher the MTI figure and the higher this figure, the weaker the flour.

Again, I dwell on subjects with which you technical people are much more familiar than I, as a flour salesman, but years of experience in attempting to properly serve the baking industry lead me to plead for understanding and the realization that mills can only make flour as good as the wheat that is available, regardless of modern and changed milling facilities and methods.

The change to variety and specialty breads of all kinds has brought new problems to flour millers and has changed our ideas as well as yours as to what is the best type of flour for a particular use under particular conditions. The glorious and phenomenal growth of the baking industry has only been possible because flour millers could supply the flour required by the baker at the right time and place. Now, as the population and the baking industry grows, millers must be in the position to spend the money to give you flour in bulk cars regardless of whether or not the railroads are in a position to furnish the proper cars. This is another common problem and, as such, should be understood by all concerned.

Sanitation Requirements

Any thought or discussion on flour and the problems surrounding its conversion to bread must include consideration of changed sanitation requirements. Flour mills are fully in accord with the philosophy that the Food & Drug Administration must be more and more active in its effort to be sure that bakeries, mills and, in fact, all food processors, are handling and manufacturing completely sanitary products. Today, every process of handling flour must be checked as carefully as possible to avoid plant infestation. It is important that every one who has anything to do with flour be fully acquainted with what is being done by the milling industry to insure that flour is clean and sanitary when packed and shipped from the mill.

In recent years, all good flour mills have installed new sanitation and grain cleaning equipment including entoleters, aspirators and scourers. All normal replacement equipment, as well as the new efficiencies, are made with careful consideration to the sanitation problem. Manual fumigant dispensers have been replaced with centralized fumigation systems in all modern mills.

Regular schedules of spot fumigation are established so that each piece of equipment in each area is scheduled to be thoroughly cleaned and fumigated on a cycle considerably less than that of any insect cycle. Com-

plete records must be maintained of the frequency in which each of these points is fumigated. Flours are checked for infestation by every mill laboratory and rechecks are made by independent samples at central laboratories. Regular inspection by outside fumigant specialists is a matter of standard practice. All mills employ independent rodent control agencies.

It is amazing to peruse the breakdown of costs of all fumigants and sanitation. This account in a modern mill indicates sanitation costs of at least 1½¢ cwt. flour produced. Sanitary engineers, who are cereal and chemical engineers, are responsible. Each individual plant has a sanitation superintendent. Vacuum systems are common in all mills both new and old. These are used not only for normal housecleaning but in the preparation for loading cars.

Power brushes are used in the preparation of cars, and modern systems include expensive and complete car cleaning equipment. This sanitation feature is only emphasized because, today, flour leaves a modern mill clean and free from infestation and practically all signs of infestation at shipping destinations can be shown to have developed while the flour is in transit. This is the railroad's responsibility.

Perhaps these many modern changes that must be understood in connection with flour have not resulted in any better eating bread, but they have contributed to the longevity of the American people and they are necessary.

You, who have to do with the operation and management of bakeries, must appreciate and have confidence that the flour milling industry will find a way to give you the flour you need and want in proper condition and in the type of container best suited for your needs. The many problems involved in accomplishing this objective must be understood and, in one way or another, must be paid for.

Thank you, gentlemen, and please understand that bread can be no better than the flour from which it is made and flour no better than the wheat from which it is milled.

The search for perfection in flour must never end. Vigilance is the price of quality. Tests before wheat is bought, tests before wheat is milled, and tests after milling, both chemical and baking, are vital but cost money.

Flour millers recognize their responsibility to give you the flour you want in the quantity you require, when and where you want it. To do this, we need to be sure the baking industry understands the cost of the flour and that bakers, in the long run, are only going to get in flour what they pay for.

—BREAD IS THE STAFF OF LIFE—

Chicago Bakers Club Schedules Luncheon

CHICAGO—The Bakers Club of Chicago has scheduled a "double header luncheon" at the club quarters Dec. 7, featuring addresses by Ed McCormick, Chicago, and Dr. Fritz Von Gonheim, missile scientist.

Mr. McCormick is well known from coast to coast in the ice cream and dairy industries as a humorist and after dinner speaker. Dr. Von Gonheim has received widespread publicity through newspaper and magazine articles for his World War II underground activities in Norway, Belgium and France. The luncheon is scheduled for noon and the program for 12:55.

—BREAD IS THE STAFF OF LIFE—

Ohio Firm Makes Toy Bread Set For Children

ZANESVILLE, OHIO—A manufacturing firm here has developed and placed on the market a new toy set for children which comprises a simulated loaf of bread made of polyethylene, properly painted and wrapped.

The manufacturer, Pal-Mate Products, recommends the toy bread as educational and ideal for children when they play house or engage in other related activities. The loaf of bread is lifelike, with 14 full slices and two crusts, all tinted at the edges and ends to give the appearance of crusts.

"Baby Bread" comes in a polyethylene wrapper that snaps at the end for easy opening and closing. Reportedly, the toy bread slices are easily washed and may be placed in a clothes dryer at low heat.

Also, as an extra convenience for mothers, the slices of simulated bread can be made to do double duty as polyethylene bath sponges.



"BABY BREAD," BUT NOT FROM THE BAKER

THE BAKE SHOP

Trouble Shooter

Cheese Cake

Do you have a good formula for chiffon cheese cake?—W. W., Wis.

~ ~

Here are two recipes for chiffon cheese cake which you might like to try.

REFRIGERATED CHEESE CAKE

Soak for 5 min.:

4 oz. gelatin
1 lb. 4 oz. water

Beat well:

10 oz. egg yolks
1 lb. 4 oz. granulated sugar
1 lb. 4 oz. water

Procedure:

Beat yolks well by hand, then add sugar and beat until medium stiff. Add water, mix smooth; then cook in double boiler to a custard. Remove from fire, add gelatin and mix smooth.

Mix:

5 lb. cheese, adding cheese to water and mixing smooth for 5 min.; then add to cooked mixture.

Scale into mixing bowl:

1 oz. salt
1½ oz. grated lemon rind
5 oz. lemon juice

Mix smooth at medium speed, then add cooked mixture and mix smooth.

Whip to a wet peak:

14 oz. egg whites

Whip:

2 lb. 8 oz. whipping cream

Fold in the beaten egg whites, then fold in the cheese mixture. Pour in molds and refrigerate 6 to 8 hr. before serving.

Makeup:

Brush the molds with melted margarine or butter and sprinkle with graham cracker crumbs or with cake

crumbs. Fill molds for best appearance. To remove cake from molds, warm the molds slightly and invert or use spring form pans.

FROZEN CHEESE CAKE

Heat together until quite warm:

4 lb. 4 oz. milk
4 oz. 4 oz. eggs (part yolks)
15 lb. sugar
4 oz. salt

Dissolve and add to above:

4 lb. 4 oz. water
1 lb. 6 oz. gelatin

Mix in:

20 lb. fine ground baker's cheese

Whip until light:

6 lb. 4 oz. egg whites

Then whip light:

3 gal. cream (36%)

Fold above ingredients into the whipped mixture slowly with a wire whip or by hand.

Refrigerate about 12 hr. at 32-35° F.

Store in a refrigerated case or box.

Topping

We have been having difficulty with our deep butter topping for coffee cakes. Primarily, we would like to improve the flavor and appearance.—C. B., Mo.

~ ~

Regarding the flavor of your topping, I might suggest that you add about one ounce of salt to the formula. Also, we find the results better by replacing one or one-half pound of the flour with macaroon crumbs. For even more improvement, I would mix in eight to 12 fresh ground oranges. In making our topping we use the regular hydrogenated shortening in the emulsified type.

Rolls

How can we produce "submarines" from Italian bread dough efficiently?—R. L. S., Pa.

~ ~

Frankly, it has been my experience that this type of roll is made generally from a French bread dough. Here is a formula that you may wish to try.

SUBMARINE ROLLS

16 lb. flour (high protein)
8 lb. 8 oz. water (variable)
6 oz. yeast
4½ oz. salt
4 oz. sugar
1 lb. shortening
4 oz. malt
1½ oz. yeast food
1 lb. egg whites
Dough temperature 79 to 80° F.
Fermentation time approximately 1 hr. 45 min.

Then punch. Take to the bench 45 min. later.

Note: The egg whites may be added with the water. Make up similar to "hot dog" rolls.

Ginger Squares

Would you please advise about a ginger mix that will bake in sheet pans, and that can be cut?—F. G., Ohio.

~ ~

Try these recipes for ginger squares.

GINGER SQUARES

Cream together:

1 lb. granulated sugar
8 oz. shortening
¾ oz. salt
1 oz. ginger
½ oz. cinnamon

'TROUBLESHOOTER' BOOK AVAILABLE

★

From his many years of experience as a practicing baker and production expert, A. J. Vander Voort has compiled a book of "trouble spots" which is now valued highly by many bakers. "The Bakeshop Trouble Shooter" book, now in its seventh printing, classifies hundreds of everyday problems and their solutions. For \$1.50 the baker can have at his fingertips a quick source of information for discovering his problems and solving them. Copies may be purchased from The American Baker, P.O. Box 67, Minneapolis 40, Minn.

Add gradually:

9 oz. whole eggs

Mix in thoroughly:

1 lb. honey
1 lb. high grade molasses

Stir in slowly:

1 lb. 6 oz. water
1¼ oz. soda

Dissolve soda in the water thoroughly before adding.

Sieve and add:

2 lb. 8 oz. cake flour

This dough is quite soft and should be given a good mixing after the flour is added. Deposit into a paper lined 18 x 26 in. bun pan and spread out evenly. Then bake at about 360-370° F.

When baked and cool, ice with a chocolate or caramel icing. Then cut into squares of desired size.

Chocolate Icing

Mix together:

5 lb. powdered sugar
4 oz. corn syrup
¾ oz. salt
Vanilla to suit

Add:

1 pt. warm water (about 140° F.)

Mix in:

12 oz. melted bitter chocolate

Stir in:

4 oz. melted butter

Caramel Icing

Boil to 232° F.:

2 lb. 8 oz. granulated sugar
1 lb. 8 oz. brown sugar
1 oz. salt
6 oz. butter
2 lb. water

Cream together:

12 oz. emulsifying type shortening
4 oz. butter
6 oz. flour

Add the hot syrup and mix on high speed until it grains. Then add vanilla flavor to suit. The icing is then ready to be used.

Note: After the iced sheets are cut, the squares may be decorated on top by placing a whole pecan, walnut or a half candied cherry in the center.

Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of The American Baker. He will answer and analyze production problems without cost to you:

(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

P.O. Box 67, Minneapolis 40, Minnesota

Bakery Merchandising

Toronto Bakery Finds Christmas Spirit Of Giving Wins Customers, Good-will

PETERBOROUGH, ONT.—Clare Grady's Bakery in downtown Peterborough, Ont., Canada, creates considerable goodwill during the Christmas season. Towards Christmas the store is attractively decorated, including a Christmas tree. The bakery gives bags of candy to all children coming into the store.

A three-story Christmas fruit cake is on display in the Grady store as a prize to some lucky customer. Over a period of several days, customers sign their names and addresses on small cards supplied by the management and drop them into a box in the store. Later, a reliable person draws a card from the box and then the winner of the cake is notified.

Mr. Grady also mails an attractive Christmas card to his customers. Inside the card is a good ball point pen on which is inscribed the name, address and telephone number of the bakery. He also wishes citizens the

compliments of the season by advertising over the local radio station, the local television station, and in the local daily newspaper and local weekly.

Thirty-six-year-old Clare Grady is the third generation of his family in the bakery business in Peterborough for 65 years.

Mr. Grady finds it takes little time and effort to create a lot of customer goodwill at Christmas time. He keeps the same elaborate store decorations and puts them away safely from possible damage from year to year. He also keeps a fairly accurate record of long-time customers as well as new steady customers and so has little trouble determining his Christmas gift list for cards and ball point pens.

Mr. Grady says, "Customers come in and thank me for their card and ball point pen. I find that our store's remembrance of customers at Christmas is appreciated."

CANADIAN

(Continued from page 3)

that large firm efficiencies do not result in lower prices, and there is no "good reason to encourage further increases in size of firms already large." The retail food price index advanced 20% in the 10 years ended 1958, while the cost of marketing the food from farmer to consumer climbed 84% in the same period. The report called for a code of advertising ethics aimed at reducing misleading advertising; simpler grading of products, and a council on prices, productivity and incomes.

Widening Gap

The report contended that the widening gap between the price paid to producers for the majority of food products and the price paid by the consumer resulted from more marketing services and higher prices for those services in the 1949-57 period.

It outlined the various stages that wheat must go through before being produced into a loaf of bread. It traced the growing, harvesting, delivery to country elevators by the producer, and the numerous processes involved to the mill and the bakery.

Covering the latter, the report said, "Following the actual milling process, the flour is packaged in barrels, cotton bags (in earlier days these had a salvage value to the consumer and at the same time were a highly successful promotional device), paper bags or other containers in various quantities, types, and grades.

"Some of these packages are designed for use in bakery operations, while others will appear on retail store shelves. Flour mills normally maintain a stock of their products and, to this extent, they are again involved in performing a storing function.

"Most flour mills sell directly to the larger bakeries, but in some instances they may sell first through a broker to a food wholesaler. In any event, there are further requirements in transportation and some in storage

before the flour enters into the bread-making process.

"In the bakery, flour is combined with a large list of other ingredients—eggs, yeast, milk powder, water, etc. It is processed by intricate mixing, dough-rising and baking operations to emerge, perhaps, as a 16-oz. loaf of bread. Each loaf is standardized as to weight, color, texture, and appearance. It then may be sliced and packaged in a colorful wrapper. Very often it carries a brand name, and more recently the staff of life is being identified with movie and television glamor."

Commenting generally, the report said, "In recent years, promotional expenditures as a percentage of sales have increased and the dollar volume of sales has gone up rapidly. To a considerable extent, both developments are the result of the same cause, namely, increasing population and demand. In a period of increasing demand, if each seller wishes to maintain his share of the expanding market and anyone of them undertakes promotional activities, all must engage in them. In a period of rising incomes, it is easy to pass on the increased cost to the buyer."

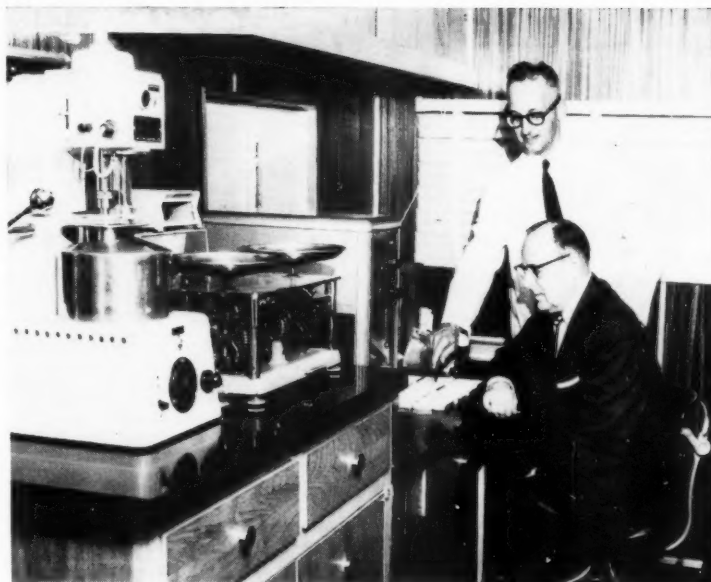
Trading Stamps

Regarding premiums and trading stamps, the commission report argued they are self-defeating. Gains in traffic, sales and profits are dissipated when competitors imitate the innovator.

It was recommended that where high prices are associated with high profit levels the government might give consideration to higher tax rates on profits exceeding a defined "fair and reasonable return on investment."

BAKERS CLUB PARTY

NEW YORK—The Bakers Club, Inc., has scheduled its annual Christmas party at the Hotel Belmont Plaza Dec. 10. A cocktail session will be held in the Baroque room starting at 5 p.m., with dinner in the Moderne room at 7. Contact the club quarters for reservations.



INSIDE TRAILER—Interior view of the mobile laboratory. Looking over some samples of bread just off a production line in a bakery are, seated, John E. Morrill, president of AMF's Union Machinery division, Richmond, Va., and George Trum, manager of the chemistry department of Union Machinery.



OUTSIDE TRAILER—Exterior view of the new AMF mobile laboratory in front of the Jones Bros. Bakery, Inc., in Greensboro, N.C. Pictured from left to right are: Jerry Miller, technician with AMF's Union Machinery division, Richmond, Va.; Dr. Eric Snyder, AMF consultant; Fred Rohlfing, AMF sales representative for the southeast territory; Edward Van Poolen, chief engineer of the W. E. Long Co., Chicago; R. E. Chivers, vice president of Fuchs Baking Co., Miami; John E. Morrill, president of AMF's Union Machinery division, and Paul Jones, president of the Jones Bros. Bakery, Inc.

AMF Introduces Mobile Testing Unit

NEW YORK—The first mobile laboratory in the baking industry for testing the quality of bread dough has been designed and developed by American Machine & Foundry Co.'s bakery machine division, according to Richard C. Storey, AMF divisional vice president.

The new AMF mobile laboratory will be moved to the site of bakeries where AMFlow units are being installed to assist the bakers in installation and initial production. AMFlow is the new AMF continuous fermentation and mixing process that automates the processing of bread dough at the rate of 4,000 to 6,000 lb. per hour.

By utilizing the AMF mobile laboratory, it will be possible for AMF engineers to prescribe the quality control necessary to produce a dough which will give the bread a texture and flavor that the baker wants to sell in his particular market.

Consisting of a 20 ft. specially-equipped trailer and station wagon, the AMF mobile laboratory will make it possible for the company to reduce the time between installation of the AMFlow process and the time it is ready to go on regular production.

The AMF mobile laboratory has not only been equipped with the best instruments known in the baking industry for measuring the characteristics of bread dough, but has some specially-designed instruments for testing techniques that have never been used in the industry before, Mr. Storey stated.

Dr. Eric G. Snyder, well-known enzymologist and consultant to AMF, specified the equipment and laid out the interior arrangement of the mobile laboratory. The equipment was designed and installed by C. W. Brabender Instruments, Inc. The trailer was assembled by Soiltest, Inc., and built by Atlantic Trailer Corp.

Formulas for Profit

Pound Cakes Are Popular And the Keeping Quality Is Excellent

DIXIE POUND CAKE

Cream on low speed for 5 min.:

5 lb. granulated sugar
2 lb. 8 oz. shortening
2 oz. salt

Add gradually:

2 lb. 8 oz. whole eggs

Then add:

1 lb. 8 oz. liquid milk
Flavor to suit

Sift, add and mix in until smooth:

5 lb. 4 oz. cake flour

Then mix in until smooth:

1 lb. liquid milk

Deposit into pans of desired size and bake at about 335-345° F.

Note: Scrape down the bowl and creaming arm several times during the mixing period.

OLD FASHIONED POUND CAKE

Cream until light:

2 lb. cake flour
2 lb. butter

Beat light:

2 lb. granulated sugar
2 lb. whole eggs

Add beaten mixture to the creamed mass gradually and mix until smooth. Then add vanilla to suit. Deposit into pans of desired size and bake at about 330-340° F.

Note: Before mixing, allow the butter to warm up to about 70-75° F. Scrape down the bowl and creaming arm several times during the mixing period.

DATE POUND CAKE

Cream together:

3 lb. granulated sugar
3 lb. butter

Add gradually:

3 lb. whole eggs

Then sift and mix in:

3 lb. cake flour

Then mix in:

8 lb. chopped dates
2 lb. glazed cherries
2 lb. chopped walnuts

Deposit into pans of desired size and bake about 330-340° F.

Note: Scrape down the bowl and creaming arm several times during the mixing period.

A little steam in the oven is desirable.

After the cakes are baked, wash them with the following glucose glaze and place a couple of whole dates on top of the cakes.

Glucose Glaze

Bring to a good boil:
1 qt. glucose
1 pt. water

SLICED ALMOND POUND CAKE

Cream together:

3 lb. 8 oz. granulated sugar
2 lb. shortening

1½ oz. salt

Vanilla to suit

Add gradually:

2 lb. whole eggs

Stir in:

2 lb. 4 oz. liquid milk

Sift, add and mix in until smooth:

3 lb. 8 oz. cake flour

Then add:

3 lb. sliced almonds

Deposit into pans of desired size and bake at about 350° F.

BLACK WALNUT POUND CAKE

Cream together for about 5 min.:

3 lb. 8 oz. granulated sugar
1 lb. 6 oz. emulsifying type shortening
8 oz. butter

Then add and mix on low speed for about 2 min.:

2 lb. 8 oz. cake flour
1¼ oz. salt
3 oz. milk solids (non-fat)
1 lb. 2 oz. water

Then add in four parts and mix for 5 min.:

2 lb. 4 oz. whole eggs
Black walnut flavor to suit

Then mix in:

1 lb. 8 oz. finely chopped black walnuts

Bake in loaf cake pans at about 360° F.

Note: Do not use too much black walnut flavor, as it is usually quite strong.

SOUTHERN CLOSE GRAINED POUND CAKE

Cream together until light:

23 lb. cake flour
10 lb. shortening
4 lb. 8 oz. butter
1 oz. baking powder

Add:

1 lb. water
3 oz. salt
½ oz. standard vanilla
¾ oz. standard lemon extract

Then beat medium light and add gradually to the creamed mass the following:

14 lb. whole eggs
3 lb. yolks
21 lb. granulated sugar
1 lb. milk solids (non-fat)

After the two parts are mixed together, mix in 4 lb. cold water and mix until smooth.

Deposit into loaf or box cake pans and bake at about 340° F.

Note: Be sure to scrape down the bowl and creaming arm several times during the mixing period.

RAISIN POUND CAKE

(120% Sugar)

Mix together for about 3 min.:

5 lb. cake flour
3 lb. 8 oz. emulsifying type shortening

Add and mix together for 5 to 6 min.:

6 lb. granulated sugar
3 oz. salt
1¼ oz. cream of tartar
2 lb. 8 oz. liquid milk

Then add, in two portions, and mix until smooth, for 5 min.:

3 lb. 8 oz. whole eggs
1 lb. liquid milk
Vanilla or lemon flavor to suit

Then add and mix in for 2 min.:

5 lb. washed seedless raisins

Deposit into pans of desired size and bake at about 330-340° F.

Note: Be sure to scrape down the bowl and creaming arm several times during the mixing period.

Pure cream of tartar should be used to insure best results. Allow the raisins to drain thoroughly before adding them to the mix.

CHOCOLATE POUND CAKES

Mix together on medium speed for about 5 min.:

5 lb. cake flour
3 lb. 4 oz. emulsifying type shortening
6 lb. granulated sugar
12 oz. cocoa
2½ oz. salt
½ oz. soda
2 oz. baking powder
3 lb. 8 oz. liquid milk
Vanilla to suit

Then mix together and add in two parts:

3 lb. 4 oz. egg whites
12 oz. liquid milk

Mix this together on low speed for about 5 min. Deposit into pans of desired size and bake at about 325° F.

Note: Be sure to scrape down the bowl and creaming arm several times during the mixing period.

WHOLE WHEAT POUND CAKE

Cream together:

3 lb. 4 oz. granulated sugar
1 lb. butter
1 lb. shortening
1 oz. salt

Vanilla to suit

Add gradually:

2 lb. whole eggs

Stir in:

2 lb. 4 oz. liquid milk

Mix in:

3 lb. 8 oz. whole wheat flour

Then add and mix in until smooth:

2 lb. 8 oz. sliced Brazil nuts

Deposit into pans of desired size and bake at 340-350° F.

Note: The amount of milk to use may vary slightly. Scrape down the creaming arm and bowl several times during the mixing period.

CHERRY POUND CAKES

Cream together for 3 min.:

9 lb. cake flour
5 lb. emulsifying type shortening

Mix together, add and mix in for 5 min.:

10 lb. granulated sugar
5 oz. salt
1 oz. baking powder
3½ oz. cream of tartar
4 lb. liquid milk

Mix together and add in two portions:

6 lb. whole eggs
2 lb. liquid milk

Cream this in for 5 min.

Then add, mixing in for 2 min.:

8 lb. chopped glazed cherries

Deposit into pound cake pans of desired size and bake at about 340° F.

DE LUXE POUND CAKE

Cream together about 6 min.:

5 lb. 12 oz. granulated sugar
3 lb. 4 oz. emulsifying type shortening

Add and mix well about 6 min.:

2 lb. 12 oz. liquid milk
2½ oz. salt

Flavor to suit

Sift, add and mix in until smooth:

5 lb. cake flour

Then add and mix in for about 5 min.:

3 lb. 8 oz. whole eggs

Deposit into pans of desired size and bake at about 340° F.

Note: Be sure to scrape down the bowl and creaming arm several times during the mixing period.

CHERRY-NUT POUND CAKE

Cream together until light:

4 lb. granulated sugar
2 lb. butter
1 lb. 8 oz. shortening
1 oz. salt

Add gradually:

2 lb. 8 oz. whole eggs

Stir in:

10 oz. liquid milk

Sift, add and mix in until smooth:

4 lb. cake flour

Then stir in:

2 lb. chopped glazed cherries
2 lb. pecans (chopped)

Deposit into pans of desired size and bake at about 340° F.

Note: Scrape down the bowl and creaming arm several times during the mixing period.

An Assortment of Pound Cakes

It is a well known fact that pound cakes are very popular in certain sections of this country. In some localities, however, pound cake just does not seem to sell to any great extent. This may be due to the baker not expending any great effort to promote sales.

In general, the plain, un-iced cakes are preferred. However, where iced cakes are in demand, the baker should endeavor to please his customers. The variety that can be made by using various types of icings is practically unlimited. The baker should try to discover what type of pound cakes his trade desires.

It is essential that a good pound cake have a close grain and silky texture. Flavors used in these cakes may be varied to suit the taste of the customers. The individual baker can develop combinations of flavors and ingredients, such as various types of nuts, fruits and peels.

These cakes may be baked in loaf cake pans or the so-called box cake pans. When baked in the box cake pans they are often cut in halves or quarters and sold that way. A number of bakers even slice these cakes. These slices are wrapped individually and sold for 5 or 10c each. These are ideal for lunch boxes. They are also very popular at snack bars and lunch counters.

Sliced pound cakes, toasted and then buttered, are a great treat. It will be found that suggesting this procedure will be appreciated.

The keeping quality of pound cakes is excellent due to richness of the formulas and, also, their compactness.

Offering small samples of these cakes to customers in the store is one way to increase sales. It is worth the time and effort to promote them.

DELIGHT POUND CAKE**Cream together until light:**

2 lb. 8 oz. cake flour
10 oz. powdered sugar
3 lb. shortening

Beat light and add to above:

2 lb. whole eggs
1 lb. 4 oz. yolks
5 lb. granulated sugar
8 oz. non-fat milk solids

Sift together and add:

3 lb. 8 oz. cake flour
¼ oz. baking powder

Dissolve and smooth out the mix with:

3 lb. water
2 oz. salt

Deposit into pans of desired size and bake at about 340° F.

Note: Be sure to scrape down the bowl and creaming arm several times during the mixing period.

WHITE NUT POUND CAKE**Cream for 5 min. on low or medium speed:**

2 lb. 4 oz. powdered sugar
4 oz. invert syrup
1 oz. salt
12 oz. cake flour
1 lb. 8 oz. shortening

Add gradually and cream for 5 min.:

1 lb. 8 oz. egg whites

Stir in:

1 lb. liquid milk
Vanilla to suit

Sieve, add and mix for 5 min.:

2 lb. 4 oz. cake flour

Then add and mix in for 1 min. on low speed:

2 lb. chopped pecans

Deposit into pans of desired size and bake at about 340° F.

YELLOW POUND CAKE**Cream together on medium speed for 3 min.:**

3 lb. 8 oz. emulsifying type shortening
5 lb. cake flour (high grade)

Then add and mix for about 5 min.:

6 lb. granulated sugar
2 lb. 8 oz. liquid milk
3 oz. salt

Then add in two stages, on slow speed:

3 lb. 8 oz. whole eggs
Flavor to suit

Mix this for about 5 min.

Deposit into pans of desired size and bake at about 340-350° F.

Note: Be sure to scrape down the bowl at least once during each stage of mixing. If this is not done, this mix is apt to be lumpy.



A. J. Vander Voort

A. J. Vander Voort

... technical editor, author of this monthly formula feature and conductor of the Bakeshop Troubleshooter (see page 46) and the Do You Know feature (see page 10), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

RAISIN POUND CAKE**Cream together until light:**

4 lb. cake flour
3 lb. shortening
6 oz. milk solids (non-fat)
3 oz. salt

Beat medium light:

6 lb. granulated sugar
3 lb. whole eggs

Mix the beaten mass into the creamed mass gradually.

Then add:

2 lb. 8 oz. water

Mix in:

1 lb. 8 oz. cake flour

Then add:

5 lb. seedless raisins

Deposit into pans of desired size and bake at about 340° F.

Note: Be sure to soak the raisins before using, otherwise the cakes will dry out rapidly. Allow the raisins to drain thoroughly after soaking.

GOLDEN POUND CAKE**Cream together until light:**

10 lb. cake flour
2 lb. bread flour
6 lb. butter
6 lb. hydrogenated shortening

Beat in another bowl until light:

8 lb. 8 oz. whole eggs
2 oz. salt
14 lb. granulated sugar
6 lb. yolks

Vanilla and lemon flavor to suit
After this is beaten, add gradually into the above cream mixture.

When they are combined, mix in:

2 lb. bread flour

Then smooth out the mix with:

1 lb. 8 oz. liquid milk

Place into pans of desired size and bake at about 325-350° F.

Note: Be sure to scrape down the bowl and creaming arm several times

during the mixing period. In case these cakes should peak, replace part or all of the bread flour with cake flour.

WHITE POUND CAKE**Cream together on medium speed for 3 min.:**

5 lb. cake flour
3 lb. 4 oz. emulsifying type shortening

Add and mix for about 6 min.:

6 lb. 4 oz. granulated sugar
2 lb. 8 oz. liquid milk
3 oz. salt

2½ oz. baking powder**Then add in two stages, on slow speed:**

3 lb. 4 oz. egg whites
1 lb. 8 oz. liquid milk

Flavor to suit

Mix this for about 5 min.

Deposit into pans of desired size and bake at about 340-350° F.

Note: In order to obtain a good smooth batter it is necessary to scrape the bowl down a number of times during the mixing procedure. It may even be a good idea to place the hand in the batter to stir in any dough that might be on the bottom during the mixing period. Also scrape the creaming arm down thoroughly.

—BREAD IS THE STAFF OF LIFE—

William Meacham Joins Martha White Bakeries

CHICAGO—William Meacham has been appointed general sales manager of Martha White Bakeries, Inc., Murfreesboro, Tenn., reports N. M. Krut-singer, vice president and general manager of the firm.

Mr. Meacham has been with Grocers Baking Co., Louisville, Ky., for the past nine years, most recently as general sales advisor for that firm's nine plants. Martha White Bakeries is a member of the W. E. Long Co.-Independent Bakers' Cooperative.



Q. R. Russeth

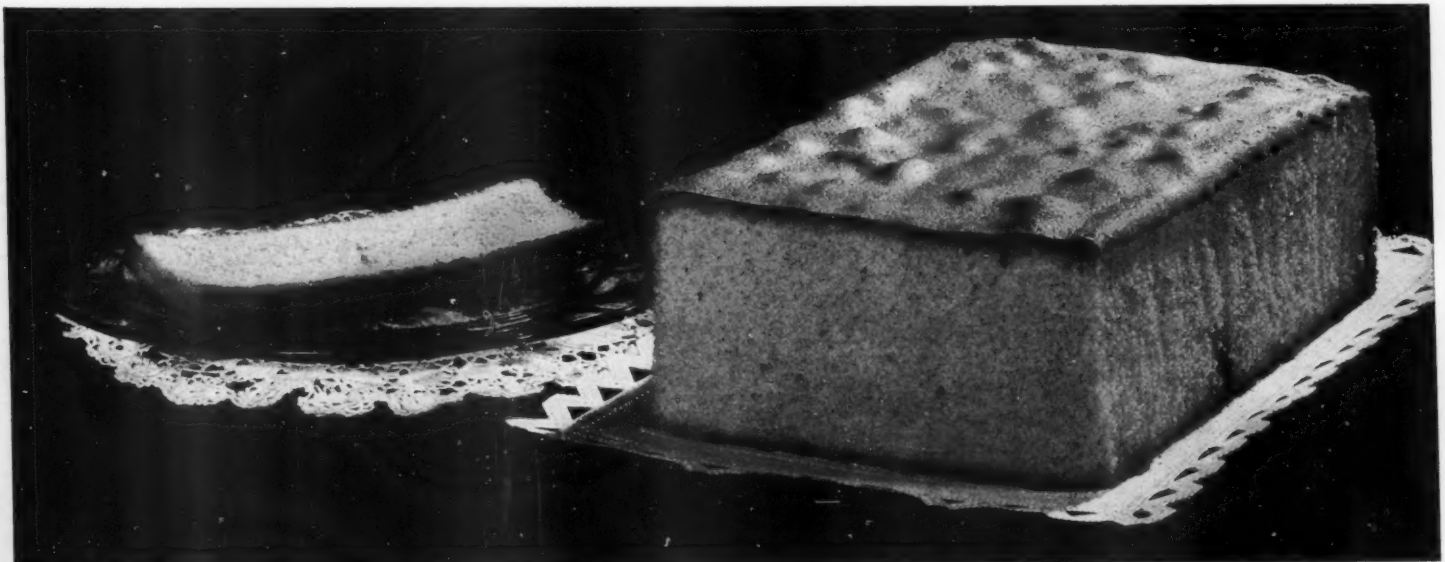
Pillsbury Appoints Quentin Russeth to New Products Post

MINNEAPOLIS—Quentin R. Russeth, who joined the Pillsbury Co. in 1938 as a laboratory assistant and test baker, has been named technical manager, mixes, for the firm's bakery mix and institutional products divisions.

In his new position, Mr. Russeth will be concerned with new product development, product formulation and responsibility for the bakery mix test bakery and the institutional test kitchen. He will be accountable further for the technical development and training of all personnel in technical assignments within the two divisions.

Harry D. Kreiser, general sales manager, mixes, explained that Mr. Russeth's appointment is consistent with division policy to place the maximum emphasis on technology and to develop aggressively products to meet the conditions of a changing market.

Mr. Russeth, who has completed two years of training in baking at Dunwoody Industrial Institute, Minneapolis, served three years as a baking instructor at the U.S. Naval Training Center in Bainbridge, Md., during World War II. His professional activities include membership in the American Society of Bakery Engineers and the Institute of Food Technologists.



ANSWERS

TO "DO YOU KNOW?"

Questions on page 10

1. False: More work is required. However, it is easier to produce a uniform product. Sponge doughs have a greater fermentation tolerance than straight doughs. In case of a break down in the make-up equipment or ovens, the effect on the baked bread would not be so great as when straight doughs are used.

2. True: When these products are baked at this temperature they will turn brown, due to caramelizing of the sugar. Kisses should have a white color unless a color has been added to the mix. They are usually dried or baked at about 225-250° F.

3. False: An excessively hard water will retard fermentation due to toughening the gluten in the dough to a greater extent. More yeast usually helps in overcoming this difficulty due to a more vigorous conditioning or softening of the gluten.

4. False: This procedure is used because it has been found that shrinkage of the dough is somewhat decreased during baking.

5. True: The variation in the chlorine content of the water has little or no effect upon the finished bread.

6. False: Tests conducted with flour that has been stored at this temperature showed that bread baked from it was not satisfactory. This high temperature is harmful to the protein in the flour.

7. False: Mold spores are killed during the baking process. The cakes, however, may become contaminated after being removed from the oven.

8. False: The products would still crust in the refrigerator. If the doughs contain the proper amount of moisture, increasing it would make them harder to handle due to being too soft and sticky.

9. True: If these mixes were not heated, it would be impossible to run them out, as they would be too stiff. During heating of the mixture, part of the sugar dissolves, which thins it down.

10. False: The proper procedure is to base salt content on total weight of the formula. Usually 1 oz. salt is recommended for each 10 lb. batter or dough.

11. True: The addition of some water will produce a somewhat closer-grained cake. The keeping quality of the cake is improved. The cakes also seem to be a little more tender. The volume of the cakes will be a trifle smaller. Up to 4 oz. water is used to each quart of egg whites. This water is added after the whites are beaten.

12. True: This is the most common cause for this trouble. The oven temperature and baking time should be closely watched.

13. False: Sweetened condensed whole milk contains about 41% sugar, 31% moisture and 28% milk solids.

14. False: It is usually recommended that 1/10 of 1% should be added. If the mince meat is to be sold, the containers must be marked, stating that the mince meat contains 1/10 of 1% benzoate of soda as a preservative.

15. True: When beating cream at high speed there is a great danger of over beating, turning the cream into butter. The cream should be at least

24 hrs. old and be as cold as possible before it is beaten.

16. True: This is about the average amount of flour required for a 2 lb. loaf of bread.

17. False: This blistering can be prevented by using pie pans perforated with holes about 1/8 in. in diameter. These holes will allow the air between the bottom of the pan and the dough to escape.

18. False: Cellulose paper is more sensitive. Therefore, wrapping machine operators should be instructed to give a tight wrap in the summer and a loose wrap in the winter. This type of paper contracts quite a bit in cold weather and expands in warm weather.

19. True: Sour cream butter has a more pronounced butter flavor than sweet cream. Therefore, it should be used for cakes and cookies. In icings containing a large percentage of butter, sweet cream butter is recommended.

20. True: A weak flour could also cause this trouble. Having the frying temperature too low is another possible cause.

SANDWICH MONTH

(Continued from page 5)

Tabasco, Snider's, Arnold, Wrigley's gum, Falstaff, Armour, Saran Wrap, Eckrich, Tidy House, Fleischmann Malt, Sexton, Heinz, Aunt Jane's, Vernors, Twin Pines, Vita-Boy, New Era, Sweet Sixteen, Fritos, Peschke, Hygrade, Swift and Gulden's. Many, many more, including millers and bakers everywhere, and trade organizations representing nearly every segment of the food and allied industries, joined in support of Sandwich Month.

The month's campaign was capped by special "sandwich" programming on radio and in television—both advertising and public service coverage. Based on correspondence with WFI, 90 television and radio stations are known to have developed special features. Hundreds of other stations also broadcast the sandwich message to homemakers seeking kitchen relief during the hot, uncomfortable days of late summer.

The Institute counted 57 trade publications and food industry bulletins supporting the sandwich meal merchandising idea in editorial coverage. The actual number is greater. At least 13 trade papers carried sandwich advertising for dozens of advertisers as well.

Publicity and promotion for the August build-up began in January when WFI and co-sponsor National Restaurant Assn. distributed nearly 85,000 entry forms for the fourth annual national sandwich idea contest. The contest was open only to owners, operators or employees of quantity food service establishments—restaurants, fast food shops, hospitals, schools or other institutional food outlets.

On the first of March, a team from Cornell University's school of hotel administration began the tedious process of selecting 20 new and exciting sandwich recipes from more than 800 entries. The work was accomplished under the expert direction of Howard P. Meek, dean, and Myrtle H. Ericson, associate professor at Cornell.

The "20 best sandwiches of 1959" were announced at the National Restaurant Show and Exposition, Navy Pier, Chicago, in mid-May.

A panel of leading food editors and restaurant industry representatives chose the top three sandwiches from

the "20 best." The panel included: Helen L. Corbitt, food director, Zodiack Restaurant, Nieman-Marcus, Dallas; George R. LeSavage, Jr., Schrafft's Stores, New York; Gaynor Maddox, food and markets editor, NEA Service; Helen McCully, food editor, McCall's; Helen Mills, food editor, Redbook; Sylvia Schur, food editor, Charm, and Demetria Taylor, food editor, Parade.

The top three creators were introduced at a special party in New York, July 30. Laura B. Hale, an 80-year-old pioneer businesswoman, was named "Queen," creator of 1959's "Grand Champion Sandwich." Miss Hale is a full-time employee of the YWCA cafeteria in Tulsa, Okla. Her prize-winning combination was the "All-American" sandwich. Second and third place awards went respectively to: William H. Johnston, owner of Ren's Drive-in, Salem, Ore., with the "Round Dog" sandwich; and Mrs. Pauline Dale, assistant manager of Max Dale's Restaurant in Mt. Vernon, Wash., creator of the "Open-Face Crab Supreme" sandwich.

Miss Hale won \$500 cash and a two week all-expense junket for two through Europe for first place. Mr. Johnson claimed \$1,000 cash and Mrs. Dale \$500 cash. All three winners were flown expenses-paid to New York for the coronation.

The "20 best" were merchandised back to the food shopping public in household size recipes during August, Sandwich Month. A leaflet—"How to Make the 20 Best Sandwiches of the Year"—was published by WFI for distribution to homemakers and housewives seeking new ideas in summer food preparation. The recipes circulated by the millions through radio/TV stations, newspaper and the year's most weary month for magazine editors and food industry agencies.

Popularity of the sandwich meal pattern during late summer and throughout the year is attested to by the daily national average of sandwiches consumed—more than 95 million, according to figures established through reliable sources.

Sandwiches are eaten all meals of the day and in all seasons. Consumption rises to peak in August.

FTC CHARGES

(Continued from page 3)

of retail customers throughout most of the U.S., and reported total consolidated sales in 1957 of approximately \$307 million.

The complaints charge that both companies grant certain customers, including large food chains, discounts from regular prices on all purchases (up to 7% by Continental and 5% by Huber), but deny these discounts to competing retailers.

Continental gave a discount of about \$16,500 on approximately \$330,000 in purchases by certain units of Safeway Stores chain during 1958, and Huber's favored customers include two chains with headquarters in Philadelphia, Food Fair Stores, Inc., and Penn Fruit Co., the complaints say.

The effect of these price discriminations may be substantially to lessen competition or tend to create a monopoly in violation of Sec. 2(a) of the Robinson-Patman amendment to the Clayton Act, the complaints charge.

The concerns were granted 30 days in which to file answers to the complaints.

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

HELP WANTED

LARGE NATIONAL GRAIN COMPANY needs man with experience in grain elevator or milling operations to assist in cost reduction studies. Knowledge and experience in time and motion study procedures essential. Please furnish complete data in first letter—personal information, education, experience, references and salary expected. Address Ad No. 5417, The American Baker, Minneapolis 40, Minn.

KANSAS DIAMOND

The Perfect Bakery Flour

DIXIE-PORTLAND FLOUR MILLS, INC.
MEMPHIS, TENN.

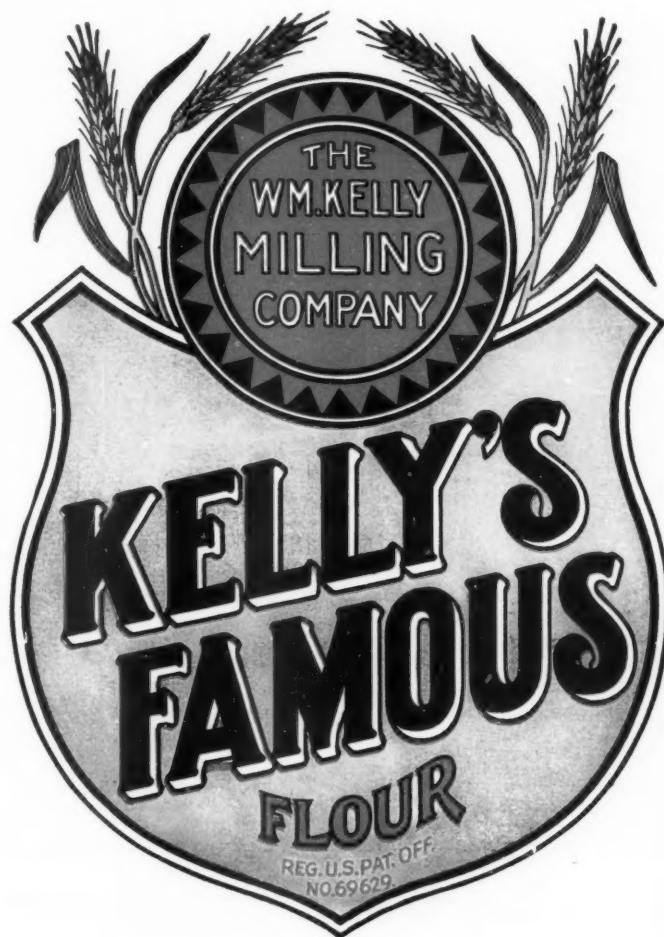


T. E. Lauder

RESIGNS—Ekco Products Co., Chicago, has announced the resignation of T. E. Lauder, vice president in charge of sales for its Ekco Engineering Co. division, effective immediately. Mr. Lauder will enter business as a manufacturers' representative catering to the baking industry. Full plans regarding his headquarters and equipment lines will be announced by Mr. Lauder within the next few months. Mr. Lauder has been with Ekco 23 years, rising from territory salesman to vice president of sales. He is a past vice president of the American Society of Bakery Engineers and the newly elected president of the Allied Trades of the Baking Industry.

REPRESENTATIVE DIES

CHICAGO—Walter Herman, Bro-lite Co. representative for the state of New Jersey, died recently. He was 37 years old and had been with Bro-lite the past year. Surviving are a wife and five children.



A Merry Christmas

from the

Makers of Kelly's Famous

The WILLIAM KELLY MILLING COMPANY
 Capacity 5,500 Sacks HUTCHINSON, KANSAS Grain Storage 1,600,000 Bus.

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GRIST & GRINS



A guy walked into a bar wearing a black silk suit, black patent leather shoes, a black turtleneck sweater, pearl earrings, and a nine-strand pearl necklace.

He had himself a pink lady, drank it and departed. Another customer said to the bartender: "Did you get a load of him?"

"What about him?" asked the bartender.

"My gosh," the guy said, "a black silk suit, black patent leather shoes, a black turtleneck sweater, pearl earrings and a nine-strand pearl necklace!"

"So?" said the bartender. "And what else could you wear with basic black?"



One day during a war, a tall, strong and handsome Roman soldier broke into a house where he found two luscious maidens and their matronly nurse.

Chuckling with glee, he roared, "Prepare thyselfes for a conquest my pretties."

The lovely girls fell to their knees and pleaded with him, "Do with us as thou wilt, O Roman, but spare our faithful nurse."

"Shut thy mouth," snapped the nurse. "War is war."



The minister was whaling away with his golf club trying to get out of the sand trap. Finally he lofted his ball only to have it go over the green into a trap on the other side.

Red-faced and exasperated he turned to the other members of the foursome . . . "Won't one of you laymen please say a few appropriate words?"



The American Baker reaches the two groups vital to your product's acceptance—the production superintendent who selects it, and the plant manager who approves it. Cover "both sides of the street" economically through advertising in The American Baker.

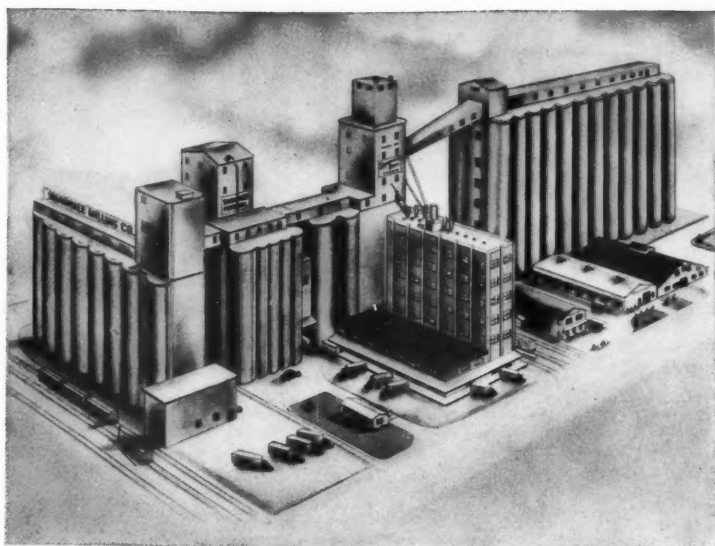
POLAR BEAR FLOUR IS KING



There is something comfortable about baking POLAR BEAR flour. The faithful top quality of POLAR BEAR is like an old friend who is most appreciated in time of need. POLAR BEAR never lets the baker down.

FOUNDED BY
ANDREW J. HUNT-1899

The NEW ERA MILLING CO. ARKANSAS CITY, KANSAS



▲ Shawnee Milling Co., Shawnee, Oklahoma
4,500 sacks wheat flour; 1,200 sacks corn meal
250 tons mixed feed; mill elevator storage 2,500,000 bu.



▲ Okeene Milling Co., Okeene, Oklahoma
1,800 sacks wheat flour
Mill elevator storage 650,000 bu.

SHAWNEE MILLING COMPANY SCALPS MILLING COSTS

With W&T Flour Treatment

At Shawnee Milling, mill managers control some of their costs with dependable Wallace & Tiernan equipment and processes. They know that quality, cost, and good running time go hand in hand—that they can depend upon W&T to keep its bleaching and maturing processes running—that stoppages won't turn flour into the "dirty" bin for costly reblending.

And Shawnee uses W&T's flour treatment not only for dependability but for performance:

- Dyox® for fresh, sharp chlorine dioxide gas, made as it is used... precisely metered as a gas not a liquid.
- Novadelox® for best color removal, ease of application, consistent results.
- Beta Chlora® machines for pinpoint pH control with one, easily-read setting.

Shawnee Milling Company is only one of the many milling companies using W&T flour treatment. If your mill is not one of these investigate the advantages of Wallace & Tiernan's complete flour service.



▲ Dyox machine for making and metering chlorine dioxide gas. The gas is immediately available without waste.



▲ Novadelox feeders with blowing arrangement. Note drum of Novadelox bleach in foreground.

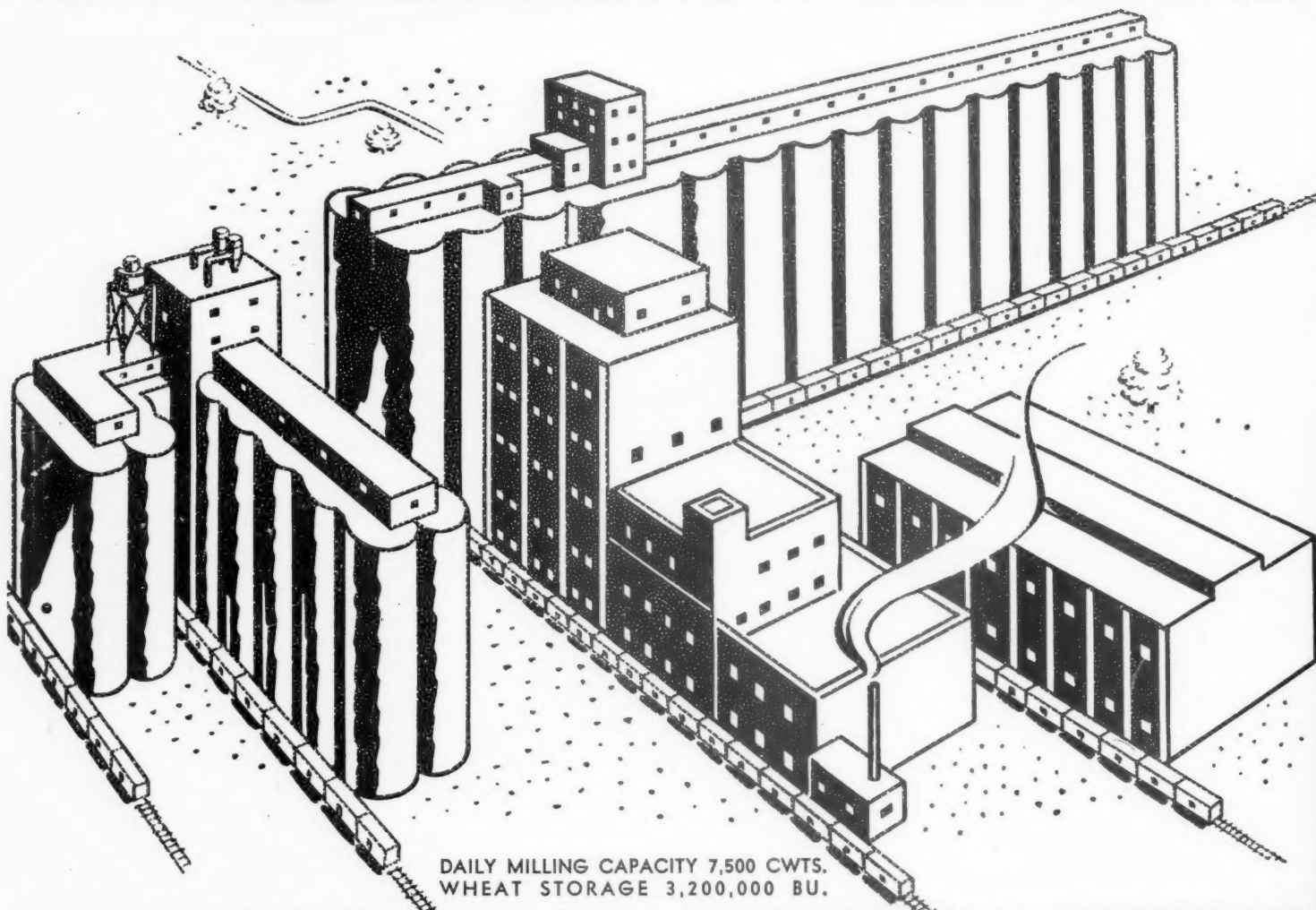


NOVADEL FLOUR SERVICE DIVISION
WALLACE & TIERNAN INCORPORATED

25 MAIN STREET, BELLEVILLE 9, NEW JERSEY
REPRESENTATIVES IN PRINCIPAL CITIES

N-117.64

"If it's **I-H** *milled it's good flour"*



DAILY MILLING CAPACITY 7,500 CWTs.
WHEAT STORAGE 3,200,000 BU.

The **I-H**

ISMERT-HINCKE *Milling Company*

KANSAS CITY, MISSOURI

*To our many good friends in the
baking industry, we wish a most
happy holiday season* 